State becomes a separate sales region

Chrysler zeroes in on California

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—In an effort to improve Chrysler's California market share, the company has realigned its Western sales zones creating a separate region for the state, according to Bennett E. Bidwell, Chrysler's executive vice president of sales and marketing.

Bidwell told the Western Chapter of the International Motor Press Assn. the new region will be known as Chrysler California and will have its own sales and marketing organizations with separate budgets.

By creating Chrysler California, the company has pulled the state out of a zone that included Arizona and Nevada. The realignment has also caused a new Phoenix sales zone to be formed, which includes Arizona, Nevada, Utah, New Mexico and El Paso County, Tex. Bob Frank has been named to head that organization.

In California, Pat Smorra has been named general sales manager. Reporting to Smorra will be Dwight Goad, San Francisco zone manager and Clark Vittuli, Los Angeles zone manager.

Bob Shaw will remain director of the California marketing office, and Dodge and Chrysler-Plymouth marketing managers will be appointed later.

"The emphasis from this point on will be on our domestic products as well as our import products," Bidwell said. "We expect to see the market-share gains of the next few years fall on the domestic-built side of the ledger."

• Bidwell said that when the California marketing office was established, it directed its efforts toward boosting Chrysler's share of the import market by emphasizing the Mitsubishi product.

That effort has helped Chrysler increase California penetration, which has seen sales rise 34 percent over the last year. Yet it's still below the company's target.

"We're at about 7.5 percent of the market in California, and that's about 2.5 points (or one-third if you think of it that way) below our national share," Bidwell said.

"Now, in a way, that's not bad when you think what the importers carry away from this market. But if you take our own import business out of the total, it isn't that good either."

As a result, Chrysler California will step up its activity on domestics and has been given an ad budget of between $15 and $20 million.

"In short, we mean business here," Bidwell said. "And by business, I mean at least 10 percent share of the total market, car and truck. The reason that I combine them is because the T-115s are sold as multi-purpose vehicles (meaning they count as trucks) and the lines are getting blurred.

"Ten points is a big jump from 7.5 points . . . it's a 33 percent increase. And it won't come easily because everybody's working this state and because the import quotas have just gone up another 10 percent. Unchallenged, that alone would take us down below a 7-percent share. But we'll get to 10.

"We're projecting that these figures will translate out to a 50 percent increase over the next five years from about 90,000 units sold in 1983 to approximately 135,000 in 1986," Bidwell said. "About 90 percent of this increase will be in domestic vehicles."

• When questioned about press reports that Mitsubishi has announced a joint venture with Chrysler to produce 200,000 vehicles in the U. S., Bidwell said he wasn't aware that such a deal was close to announcement.

"We are studying the possibility, but there's nothing definite that I'm aware of," he said. Bidwell did note that Mitsubishi "is more interested in it than they were a year ago."

If such an agreement is reached, Bidwell said one of the problems is finding a place to build the car and, in fact, the lack of facilities is partly why Chrysler has been unable to come to terms with Mitsubishi.

Down the road, however, Bidwell does see the capacity. "We're not going to have 10 million car years forever," he said.

Bidwell also took the opportunity to blast again the pending joint venture between General Motors and Toyota in Fremont.

"The whole venture planned for there stinks and, in our judgment, is illegal,' he said.

Bidwell added that GM's Japanese strategy, to build cars with Toyota in California and import more small cars from Isuzu and Suzuki, is "tantamount to GM tossing in the sponge on up to 30 percent of the total market in this country. The implications, for jobs in this country and competition in this country, are monstrous."

Responding to criticism that Chrysler imports Japanese cars and is planning a joint venture of its own, Bidwell said such a linkup would be of a U. S. company one-fifth the size of GM with the fifth Japanese car maker.

"If Chrysler and Mitsubishi built cars together here, it could accurately be called a joint venture," Bidwell said. "When GM and Toyota do, it's not a joint venture . . . it's the world's biggest cartel. And a bad deal with no economic justification, all the way around."

Impulse buying

Edward J. Levins, left, places a Christmas bow on one of the five Isuzu Impulses that he gave to each of his children as a Christmas surprise. Also shown is Price Hightower, president of Steel City Oldsmobile-Isuzu, Birmingham, Ala.

Commerce Dept. delivers its Industrial Outlook

13.6 million vehicle sales predicted

WASHINGTON. — New-car and truck sales will reach 13.6 million units in 1984 and production will hit 10.3 million units, according to the Commerce Department's Industrial Outlook forecast.

However, the department's economists warned that their forecasted 11.5 percent increase in sales for 1984 and 10.8 percent increase in production could falter if interest rates rise substantially this year.

But the government does not see that happening for now and predicts that domestic-car sales will rise 11.6 percent to 7.7 million units while imported-car sales will reach 2.5 million units, an 8.7 percent improvement.

Based on its production estimates, the Commerce Department sees capacity utilization in 1984 for passenger-car manufacturing at 75 percent compared with 69 percent in 1983 and 53 percent in 1982.

Increased production and sales will translate into another record-breaking year for Detroit in terms of profits, the government believes. Increased consumer spending, low inflation, stable interest rates and steady gasoline supplies will encourage sales of profitable mid-size and large cars, according to the report.

And the rate of increase in new-car prices is expected to remain low in 1984 — in the neighborhood of 2 percent — which will lend the price stability that has been absent in the market in recent years.

Over the longer haul, the industry will continue to face a challenging decade, according to the report. With profits up, the real difficulty will be to settle accounts after a period of unprecedented capital improvements, while at the same time raise the funds necessary to continue an aggressive investment program.

The ability to raise these funds will be crucial in making long-term reductions in production costs, and those costs throughout the decade could well be the biggest factor in meeting import competition, the report said.

But the auto industry may have some difficulty financing increased productivity, the Commerce Department said. This could result from investor worries over a percieved slowing in demand for automobiles.

The growth rate in the driving age population during the 1980s is expected to drop to one percent, compared with 2 percent during the 1970s.

• A slowdown in the increase in consumers' real income coupled with rising food, shelter and energy costs will strain household transportation budgets, the Commerce Department said.

And money set aside by consumers for automobiles will be increasingly affected by the rapidly rising cost of financing, operating, insuring and maintaining cars.

Car owners are also driving their vehicles fewer miles each year than in the past and are apparently holding on to their cars for a longer period.

On the positive side, the portion of the driving age population that falls within the primary new-car buying age group (25-44 years of age) is expected to increase by about 2.5 percent during the 1980s.

Automobile demand uncertainties could be especially difficult for suppliers trying to justify necessary capital improvements to their own operations, according to the report. Auto makers will be relying on those investments to help hold down their own costs and to improve part and component quality.

On the foreign front, Japanese autos will continue to have a landed cost advantage hovering around $1,500 per unit, according to the Commerce Department.

This difference results primarily from lower hourly wage rates, productivity advantages and efficiencies gained through inventory control, product quality and workplace activity. Currency and tax differences were not mentioned.

The Commerce Department said it will take some time to catch up to the Japanese cost advantage because as domestic makers rush to implement product quality and operating efficiency techniques, foreign competitors will also work harder to implement new technologies and managerial innovations.

The Commerce Department warned, "Unless U. S. auto makers make substantial progress in

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Historic treasures for sale

Thomas W. Barrett III displays a sample of his classic autos which are slated for auction Jan. 20-22 at the 12th Annual Barrett-Jackson Scottsdale '80s Auction, which will be held at Phoenix Municipal Studium. The auction will offer 600 vehicles, including Shirley Temple's 1940 Buick, President Roosevelt's 1935 Lincoln Touring Car and Benito Mussolini's 1939 Lancia Astura.

Advertising Age names Iacocca 'Adman of Year'

CHICAGO. — Chrysler Chairman Lee A. Iacocca was named "Adman of the Year" for 1983 by editors of Advertising Age.

The trade publication cited Iacocca's guiding Chrysler from a low-point of $1.7 billion in losses in 1980 to a $266 million profit-maker for three quarters of 1983 and his involvement in advertising / marketing as reasons for selecting him.

It called the 59-year-old Iacocca a "chief executive who broke new ground, albeit reluctantly, as a powerful advertising spokesman for his product — and, in fact, for American-made goods generally."

"Product is king" for the veteran auto executive, Ad Age said, quoting Iacocca as saying "I looked at (the job of turning around the company) as a very difficult product task and a quality and productivity task.

"Marketing really means nothing if we didn't have the product that appeals to people. Not just convertibles, but across the board," Iacocca is quoted as saying.

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59th year — No. 5003

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3-year-old suit decided in Wisconsin

UAW claims victory in AMC libel case

By Marjorie Sorge
Labor Editor

A three-year-old Wisconsin libel suit that could have altered the way unions organize and negotiate has been settled in what the UAW terms "a victory" for organized labor.

While the libel suit was very important to the future of unionism in the U.S., an even more important aspect was the National Labor Relations Board's complaint that AMC bankrolled the suit.

The Wisconsin trial stemmed from a $4 million 1980 lawsuit filed by supervisors at the American Motors plant in Kenosha, charging that union activist Jonathan D. Melrod and his associates libeled them in a publication called the Fighting Times. Melrod distributed and published the literature which was not sanctioned by the UAW.

Six plaintiffs filed the original suit. Two dropped out during the trial and a third before.

The judge ruled that the Fighting Times was negligent in an article about one defendant, but the jury found no negligence in articles about the other two and awarded no monetary damages to any of the plaintiffs.

Although the case was three years old, the international UAW did not become involved directly until November when the far-reaching aspects became known. The union's attorneys then filed a brief in support of the defendants.

The UAW was especially concerned because of the union-busting atmosphere in the U.S., a union spokesman said. "Given the political climate, it is another avenue or another gun to pull out to threaten the worker," he said.

The case, filed in Racine County Circuit Court, was the first to be tried since the Supreme Court ruled last May that employers could file libel suits against employes unless the suit is "knowingly frivolous." That determination is now made by the lower courts, not the National Labor Relations Board, the court said.

Two earlier suits filed by AMC and one employe, Steve Freeman, in 1980 were dismissed by the NLRB. Overlapping the NLRB suit, Freeman filed the $4 million libel suit against Melrod in Circuit Court.

In a complaint filed in April, 1983, the NLRB alleged that AMC used its employes as a "front" to bring the suit to court and that the company had been involved in the litigation from the onset.

The complaint further alleged that AMC acknowledged its involvement about Feb. 8, 1983.

The NLRB charged AMC with unfair labor practices.

• According to an AMC statement, the company became involved in the lawsuit only because it "felt a strong moral obligation to support its employes in defending themselves against these personal attacks."

One of the plaintiffs had already hired an attorney, and AMC agreed to advance payments for legal services to other employes mentioned in the Fighting Times articles who wanted to use that particular attorney. The attorney decided if the cases were proper.

"American Motors never had any right to direct or control the lawsuit, never exercised any control or direction over the lawsuit and never attempted to exercise any control or direction over the lawsuit," the statement said.

"The lawsuit was a struggle for personal vindication by individual employes who were the subject of anonymous personal attacks in 1979 and 1980 against the persons who attacked them.

"American Motors has never tried to interfere with the First Amendment or to limit free speech in any way and is fully committed to First Amendment rights. However, the company is also committed to protect its employes from improper personal attacks arising out of their employment and believes it has acted properly in providing the means for these employes to have their day in court."

According to a UAW spokesman, while the union is concerned about Melrod it is also concerned about the long-term consequences of the suit and about the principles involved, specifically its members' "right to express their opinions and beliefs under freedom of speech."

He further said, "It is a concern to us any time an employer bankrolls a case against our members regarding their beliefs.

"We are concerned that this suit could set a bad precedent and weaken the protection workers enjoy under law to communicate and otherwise engage in concerted activity and free speech."

• The UAW feared that if Melrod lost the case, employers could then sue their employes for libel in organizing campaigns, negotiations and other related activities. In organizing drives, workers interested in organizing often publish leaflets accusing management of poor employe relations.

"If an employer could bankroll a libel suit (during organizing), wouldn't that have a chilling affect on the workers?" a union spokesman said.

Joseph A. Szabo, acting regional director of the NLRB in Milwaukee, agreed there is some potential for such situations, but said he was "reluctant to agree that all companies would jump on the bandwagon."

According to Szabo, the big problem now for the NLRB is the Supreme Court ruling. Under the new ruling, if the supervisors had won the case then legally they had a reasonable basis for filing the suit. In that case, it would not have been frivolous, and then there is no case for the NLRB.

However, since the defendants won, the NLRB now must decide if there was reasonable cause for the suit to be brought in the first place.

Further, since the NLRB alleged that AMC had been involved in the suit from the onset, the board must decide if it will proceed on the idea that AMC fostered a retaliatory lawsuit with no basis, Szabo said.

That decision will come from the NLRB in Washington, he said, and will hopefully be made soon.

According to the AMC statement the company believes the NLRB proceedings should be dismissed.

Christian Fellowship slates NADA affair

WASHINGTON.—The Fellowship of Christian Automobile Dealers will hold its seventh annual prayer breakfast during the NADA convention in Dallas.

The continental breakfast will be served at 8:30 a.m. Sunday, Feb. 5, in the Grand Ballroom of the Adolphus Hotel. Reservations may be made through Willard E. Cook Jr., Cook Ford Sales, Box 863, Sheridan, Wyoming 82801.

Additions on the inside

The 318i BMW for 1984, like the other '84 BMWs, is basically unchanged on the outside, but receives several interior alterations. The 318i has electronically controlled heating and air conditioning, greater rear-seat legroom and a new rear seat.

'84 BMW interiors refined while exteriors go unaltered

MONTVALE, N. J. — BMW's 1984 models are essentially unchanged on the outside but incorporate several interior refinements.

Changes include a new four-speed overdrive automatic transmission for all six-cylinder models, revised gearing and new options for the 318i and numerous detail improvements.

The '84 BMW line consists of five models. Four of them—318i, 528e, 533i and 733i—are sports sedans and the 633CSi is a limited-production sports coupe.

The 318i, introduced in May, 1983, as an '84 model, has a numerically higher final drive ratio and a revised fifth-gear ratio in its manual transmission.

Other 318i changes include new electronically controlled heating and air conditioning, greater rear-seat legroom and a new rear seat. A new option is the Luxus Touring Package, which includes cruise control, electric windows and an electric central looking system.

• The four larger models—528e, 533i, 633CSi and 733i—all powered by six-cylinder engines, also have detail improvements for '84. Most important of these is the new optional four-speed overdrive automatic transmission, which increases fuel economy while lowering engine noise, BMW said.

To reinforce the advantages of its overdrive fourth gear, the new ZF automatic transmission has a lockup clutch that eliminates power loss in the torque converter during fourth-gear operation.

The two '84 5-Series are powered by turbine smooth six-cylinder engines with computer-controlled electronic fuel injection and ignition.

The top-of-the-line 633CSi and 733i receive eight-way electric front seats and electrically adjustable head restraints as standard features.

BMW's 1984 prices range from $16,430 for the 318i to $40,705 for the 633CSi.

All BMWs are backed by a 3-year/36,000-mile limited warranty as well as a 6-year limited warranty against rust perforation.

Henry Ford II appointed

DETROIT.—In a corporate reorganization of Henry Ford Hospital, Henry Ford II has been named chairman of Henry Ford Health Care Corp., parent company of the hospital. The hospital was founded in 1915 by Henry Ford.

October tops 1982 by 15 pct.

Registrations climb for month, year

By Jenny L. King
Staff Writer

New-car registrations in the U.S. in October were up more than 20,000 units over September's total and were more than 100,000 above the corresponding month of 1982. Year-to-date figures climbed to a comfortable margin of 15.87 percent over the first 10 months of 1982.

According to figures compiled by R. L. Polk & Co., U.S. new-car registrations totaled 756,795 in October, up 2.94 percent from 735,167 in September and up 15.58 percent from 654,806 for October a year earlier.

Registrations for January through October, 1983, were up 15.87 percent from 1982, growing to 7,313,078 from 6,311,250. Domestic-car registrations were up 19.06 percent for the period, to 5,270,204 from 4,426,599.

Domestic registrations num-

Continued on Page 63, Col. 1

NEW-CAR MARKET SHARES IN U.S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1983	Percent Share of Market	Regis., Oct., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 10 mos., 1983	Percent Share of Market	Regis., 10 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	109,853	14.52	97,372	14.87	— 0.35	1,069,070	14.62	994,720	15.76	— 1.14
Ford	90,239	11.92	68,553	10.47	+ 1.45	832,161	11.38	727,945	11.54	— 0.16
Oldsmobile	88,554	11.70	71,372	10.90	+ 0.80	793,687	10.85	624,735	9.90	+ 0.95
Buick	73,973	9.77	64,778	9.89	— 0.12	674,048	9.22	573,042	9.08	+ 0.14
Pontiac	52,035	6.88	36,260	5.54	+ 1.34	427,153	5.84	372,973	5.91	— 0.07
Mercury	35,070	4.64	25,330	3.87	+ 0.77	322,765	4.41	258,920	4.10	+ 0.31
Cadillac	27,332	3.61	23,288	3.56	+ 0.05	235,257	3.22	188,063	2.98	+ 0.24
Dodge	24,597	3.25	21,946	3.35	— 0.10	253,587	3.47	200,653	3.18	+ 0.29
Chrysler	21,579	2.85	16,896	2.58	+ 0.27	207,968	2.84	137,639	2.18	+ 0.66
Plymouth	19,190	2.54	18,401	2.81	— 0.27	217,095	2.97	199,643	3.16	— 0.19
AMC	15,550	2.05	11,355	1.73	+ 0.32	155,798	2.13	79,167	1.25	+ 0.88
Lincoln	9,094	1.20	9,262	1.41	— 0.21	81,053	1.11	66,916	1.06	+ 0.05
GENERAL MOTORS	351,747	46.48	293,070	44.76	+ 1.72	3,199,215	43.75	2,753,533	43.63	+ 0.12
FORD MOTOR CO.	134,403	17.76	103,145	15.75	+ 2.01	1,235,979	16.90	1,053,781	16.70	+ 0.20
CHRYSLER CORP.	65,366	8.64	57,243	8.74	— 0.10	678,650	9.28	537,935	8.52	+ 0.76
AMC	15,550	2.05	11,355	1.73	+ 0.32	155,798	2.13	79,167	1.25	+ 0.88
IMPORTS	189,688	25.06	189,821	28.99	— 3.93	2,042,874	27.93	1,884,651	29.86	— 1.93
MISCELLANEOUS	41	0.01	172	0.03	— 0.02	562	0.01	2,183	0.03	— 0.02
TOTAL	756,795		654,806			7,313,078		6,311,250		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Japanese export 329,705 cars during month

TOKYO. — Passenger-car exports from Japan totaled 329,705 in September, according to figures compiled by the Japan Automobile Manufacturers Assn.

Leading destinations were: U. S., 152,023; West Germany, 21,807; Canada, 18,268; Australia, 12,638; Malaysia, 12,201; Saudi Arabia, 11,348; Netherlands, 10,000; United Kingdom, 8,394; Puerto Rico, 7,776; Belgium, 7,128; Austria, 5,485; Switzerland, 5,428, and New Zealand, 5,082.

New-truck exports totaled 148,999. Leading destinations were: U. S., 45,324; Saudi Arabia, 14,289; Thailand, 8,925; Indonesia, 8,170; Australia, 8,089; South Africa, 6,871; West Germany, 4,069; Iran, 3,902; Canada, 3,808; United Kingdom, 2,442; Malaysia, 2,401; Pakistan, 2,216; Colombia, 2,178, and Egypt, 2,138.

Mercer expects 2 pct. domestic upturn to 187 million in 1984

Goodyear chief sees tire sales gain

AKRON. — The new-car buying spree expected to continue into 1984 should reverse a 10-year trend toward older cars on American roads and contribute to the best U. S. auto tire sales year since 1979, according to Robert E. Mercer, chairman and chief executive of Goodyear Tire & Rubber Co.

"U. S. auto makers are expected to produce about 7.3 million autos in 1984, after building a respectable 6.80 million in 1983, and this infusion of new blood to the U. S. auto fleet could reduce the average auto's age to about 7 years," he said.

The average age of U. S. autos in use steadily increased from 5.7 yrs. in '73 to 7.2 yrs. in '83.

"A slimmed-down tire industry will have to push its capacity in 1984 to meet the expected total demand for 187 million auto tires, including 4 million exports — the largest requirement for tires in five years," Mercer said.

"This would represent an increase of more than 2 percent above the 183.2 million auto tires sold in 1983," he said.

In 1984, demand for original equipment auto tires could increase 5 percent to approximately 47 million from 44.7 million in 1983, Mercer said.

In contrast, expected demand for replacement auto tire sales will remain relatively flat in 1984 at 136 million versus 135 million sold in 1983, he said.

It is expected that the replacement market, currently up to 70 percent radials, will remain a slow growth area as radialization continues to 75 percent in 1984 and tops out at 90 percent by 1990, he said.

Mercer said the truck manufacturing recovery has lagged behind autos, but now it is gathering steam, spurred by the 1982 Surface Transportation Assistance Act.

"With this piece of deregulation," he said, "we are seeing major fleet operators begin to make purchases of new equipment as they restructure their fleets, which will increase demand for truck tires, radial in particular."

An increase of 10 percent in total U. S. truck sales is expected in 1984 to 3.3 million, compared with 3.0 million trucks in 1983, he said.

Mercer said this will bring the market for original equipment truck tires in 1984 up to 5.7 million compared with 5.2 million in 1983.

In the truck tire replacement market, demand should increase slightly to 29.9 million tires from 29.6 million tires a year ago, he said.

Discussing tire imports, Mercer said that as long as the dollar remains strong, the U. S. will be a prime target for the imports. According to Department of Commerce figures, 22 percent of the radials sold in the U. S. replacement market in 1983 were imported.

"Of course, Goodyear also imports tires to counter the foreign competition," he said. "And we recently introduced a domestically made radial tire called the G Metric as an 'import fighter' for the growing U. S. import car replacement tire market."

Another phenomenon involving foreign competition that Mercer sees is what he called the "strange bedfellow" relationship developing whereby many major U. S. tire producers have entered into joint ventures with foreign tire makers.

He cited the sale by Firestone of its truck tire plant in Tennessee to Japan's Bridgestone which now is making Firestone brand tires.

Discussing Goodyear, Mercer said that the company's domestic and foreign operations shipped more tires in 1983 than in 1982, despite depressed economies in several parts of the world. Market share gains in several tire lines are responsible for this performance, he said.

The U. S. recovery is taking longer than expected to spread overseas, he said, and there will be only a few bright spots in the rest of the world economies during 1984.

"In the U. S., auto companies have introduced more high-performance cars to their 1984 model lines than in any time in the industry's history," Mercer said.

"A tribute to Goodyear's high-performance tire line is that Eagle radials will continue to improve their share of this market, he said.

Mercer said the outlook for 1984 capital expenditures by Goodyear is in the $700 million range, up from approximately $600 million in 1983.

Chevrolet welcomes Russell

Mel Melton Jr., right, Chevrolet's Houston zone manager, welcomes John Russell as owner of Russell-Frink Chevrolet, Inc., Cushing, Tex. Jim Frink, center, is a financial participant in the dealership.

TIRE OPTIONS ON 1983 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Styled Deluxe Wheels	Percent of Output
AMERICAN MOTORS	63,075	39.44	96,860	60.56	74,280	46.44	3,176	1.99
Alliance	58,731	41.30	83,474	58.70	58,873	41.40	995	0.70
Eagle	4,344	24.50	13,386	75.50	15,407	86.90	2,181	12.30
CHRYSLER CORP.	401,423	46.84	449,373	52.43	703,892	82.13	92,738	10.82
Chrysler-Plymouth Total	288,252	54.58	237,320	44.94	448,618	84.95	36,459	6.90
Turismo	13,057	34.70	24,571	65.30	26,904	71.50	12,530	33.30
Horizon	3,887	6.80	53,276	93.20	33,955	59.40	2,400	4.20
Reliant	27,170	15.60	145,954	83.80	137,420	78.90	17,417	10.00
Gran Fury	755	4.80	13,519	85.90	6,956	44.20	.....	.....
Fifth Avenue	83,501	100.00	.....	.....	83,501	100.00	.....	.....
E-Class	43,305	100.00	.....	.....	43,305	100.00	736	1.70
LeBaron	78,970	100.00	.....	.....	78,970	100.00	2,211	2.80
New Yorker	37,607	100.00	.....	.....	37,607	100.00	1,165	3.10
Dodge Total	113,171	34.40	212,053	64.46	255,274	77.60	56,279	17.11
Omni	2,808	5.20	51,200	94.80	30,029	55.60	2,268	4.20
Charger	23,628	49.70	23,913	50.30	31,520	66.30	23,105	48.60
Aries	21,011	15.40	115,428	84.60	117,474	86.10	15,417	11.30
600	38,097	100.00	.....	.....	23,963	62.90	14,438	37.90
Diplomat	635	2.60	20,092	82.20	24,444	100.00	.....	.....
Dodge 400	26,992	95.00	1,420	5.00	27,844	98.00	1,051	3.70
FORD MOTOR	1,291,594	100.00	N.A.	.....	875,501	67.78	281,329	21.78
Ford Division	838,539	100.00	N.A.	.....	508,865	60.68	151,789	18.10
Escort	244,780	100.00	N.A.	.....	52,872	21.60	11,749	4.80
EXP	2,246	100.00	N.A.	.....	N.A.	.....	557	24.80
Mustang/Mustang II	120,873	100.00	N.A.	.....	57,536	47.60	45,207	37.40
LTD	155,758	100.00	N.A.	.....	146,101	93.80	9,813	6.30
Thunderbird	121,999	100.00	N.A.	.....	102,235	83.80	56,632	45.60
Crown Victoria	56,736	100.00	N.A.	.....	48,055	84.70	7,205	12.70
Fairmont	80,833	100.00	N.A.	.....	72,750	90.00	12,610	15.60
*Tempo	55,314	100.00	N.A.	.....	29,316	53.00	9,016	16.30
L-M Division	453,055	100.00	N.A.	.....	366,636	80.93	129,540	28.59
Lynx	69,497	100.00	N.A.	.....	17,999	25.90	8,270	11.90
Capri	25,376	100.00	N.A.	.....	12,180	48.00	3,883	15.30
Marquis	67,358	100.00	N.A.	.....	65,943	97.90	3,907	5.80
Cougar	75,743	100.00	N.A.	.....	68,320	90.20	17,875	23.60
Grand Marquis	95,718	100.00	N.A.	.....	95,718	100.00	31,970	33.40
LN7	699	100.00	N.A.	.....	164	23.40	528	75.50
*Topaz	17,596	100.00	N.A.	.....	5,244	29.80	15,872	90.20
Continental	16,831	100.00	N.A.	.....	16,831	100.00	9,863	58.60
Lincoln	53,381	100.00	N.A.	.....	53,381	100.00	20,125	37.70
Mark VI	30,856	100.00	N.A.	.....	30,856	100.00	22,247	72.10
GENERAL MOTORS	2,541,992	70.67	1,054,759	29.33	2,911,466	80.95	1,168,661	32.49
Buick Division	644,131	79.68	164,285	20.32	666,994	82.51	120,482	14.90
Skylark	25,639	24.50	79,008	75.50	97,740	93.40	5,756	5.50
Skyhawk J	13,957	22.10	49,195	77.90	47,048	74.50	12,630	20.00
Century	93,898	73.40	34,028	26.60	11,585	90.40	13,816	10.80
Regal	226,185	99.10	2,054	0.90	226,641	99.30	44,278	19.40
Buick	234,218	100.00	N.A.	.....	234,218	100.00	40,[illegible]3	17.50
Riviera	50,234	100.00	N.A.	.....	49,782	99.10	3,014	6.00
Cadillac Division	292,814	100.00	N.A.	.....	279,752	95.54	119,072	40.66
Cimarron	19,294	100.00	N.A.	.....	6,232	32.30	19,294	100.00
Seville	30,430	100.00	N.A.	.....	30,430	100.00	30,430	100.00
Eldorado	67,416	100.00	N.A.	.....	67,416	100.00	67,416	100.00
Cadillac	175,674	100.00	N.A.	.....	175,674	100.00	1,932	1.10
Chevrolet Division	660,284	55.40	531,501	44.60	851,440	71.44	646,381	54.24
Chevette	8,309	4.90	161,254	95.10	91,055	53.70	169,563	100.00
Cavalier	42,843	19.60	175,745	80.40	148,858	68.10	181,865	83.20
Celebrity	42,899	40.50	63,024	59.50	98,402	92.90	13,134	12.40
Camaro	146,353	94.80	8,028	5.20	51,409	33.30	147,897	95.80
Citation	21,485	23.30	70,726	76.70	66,484	72.10	49,886	54.10
Malibu	64,702	55.10	52,724	44.90	97,464	83.00	18,906	16.10
Monte Carlo	96,319	100.00	N.A.	.....	88,902	92.30	48,545	50.40
Chevrolet	220,789	100.00	N.A.	.....	208,866	94.60	N.A.	.....
*Corvette	16,585	100.00	N.A.	.....	N.A.	.....	16,585	100.00
Oldsmobile Division	722,175	78.79	194,408	21.21	872,170	95.15	175,334	19.13
Omega	13,428	24.90	40,498	75.10	48,965	90.80	10,839	20.10
Firenza	6,276	15.40	34,476	84.60	33,376	81.90	15,812	38.80
Cutlass	271,892	100.00	N.A.	.....	254,763	93.70	109,301	40.20
Cutlass/Ciera	50,216	29.60	119,434	70.40	158,792	93.60	33,930	20.00
Oldsmobile	340,758	100.00	N.A.	.....	336,869	98.80	5,452	1.60
Toronado	39,605	100.00	N.A.	.....	39,605	100.00	N.A.	.....
Pontiac Division	222,588	57.49	164,565	42.50	241,110	62.27	107,392	27.74
*6000	40,797	59.60	27,654	40.40	44,288	64.70	20,741	30.30
2000	16,721	23.90	59,608	76.10	41,828	53.40	9,634	12.30
1000	1,190	4.58	24,782	95.40	11,742	45.20	1,325	5.10
Firebird	60,057	80.20	14,827	19.80	12,955	17.30	55,339	73.90
Phoenix	10,585	38.50	16,908	61.50	20,812	75.70	1,650	6.00
Grand Prix	40,165	100.00	N.A.	.....	39,522	98.40	14,540	36.20
Bonneville	33,628	61.80	20,786	38.20	52,727	96.90	4,163	7.65
*Parisienne	17,445	100.00	N.A.	.....	17,236	98.80	N.A.	.....
VOLKSWAGEN	73,446	100.00	N.A.	.....	514	0.70	25,045	34.10
Total Cars, N. S.	4,371,530	73.12	1,600,992	26.78	4,565,653	76.36	1,570,949	26.28

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Product Safety Book covers recalls, defects since 1977

WASHINGTON. — Virtually every safety recall, potential defect or safety controversy involving motor vehicles since 1977 is included in The Product Safety Book, the Consumer Federation of America's (CFA) guide to possible defects in a full range of consumer goods.

Included in the book's 700 entries on 2,000 "potentially hazardous product models" is defect and recall information on more than 200 models.

Also included is defect information on various auto parts and products. For example, under "Automobile Transmissions" is information about the 21 million automatic transmissions involved in the Ford "Park-to-Reverse" controversy.

The motor vehicle information in The Product Safety Book was gleaned from NHTSA recall reports and car test reports from Consumers Union, according to Jack Gillis, a former NHTSA official.

Gillis was fired by former Administrator Ray Peck for continuing to edit The Car Book after the agency decided to drop it. He edited the text of The Product Safety Book written by CFA Executive Director Stephen Broback and CFA Product Safety Director Anne C. Averyt, and also wrote the text pertaining to motor vehicles.

Attending the press conference announcing the book were NHTSA Administrator Diane K. Steed, Consumer Product Safety Commission Chairman Nancy Harvey Steorts and FTC Commissioner Michael Pertschuk.

Calling the book "a tremendous effort," Steed congratulated CFA on its publication.

"This book furthers our common goal to increase the flow of information to car buyers to make them more safety-conscious," she said. "It greatly enhances our ability to get vital recall information to the public."

The Product Safety Book is available from the CFA, 314 14th St. NW, Washington, D.C. 20005, and in bookstores at $9.95.

Campbell adds deal

CENTRALIA, Wash. — Jim Campbell Jr., a Chevrolet dealer since 1961, has added a Chrysler-Dodge dealership. It is called Campbell Chrysler-Dodge.

WORLD CAR AND COMMERCIAL VEHICLE PRODUCTION BY MANUFACTURER

Jan 9, 1984 40.

	1982			1981		
	Total	Passenger Cars	Commercial Vehicles	Total	Passenger Cars	Commercial Vehicles
GENERAL MOTORS						
GM—U.S.A.	4,070,085	3,173,145	896,940	4,627,674	3,904,083	723,591
GM—Canada	561,923	334,646	227,277	756,087	478,389	277,698
Opel—West Germany	961,094	951,456	9,638	816,648	810,158	6,490
Vauxhall—UK	164,402	112,669	51,733	118,243	69,932	48,311
GM—Spain	21,812	21,812	.....	.....	.....	.....
GM—Brazil	179,970	130,813	49,157	155,539	99,007	56,532
GM—Mexico	44,724	21,250	23,474	67,236	27,357	39,879
GM—Holden—Australia	146,098	123,881	22,217	125,985	108,126	17,859
TOTAL	**6,150,108**	**4,869,672**	**1,280,436**	**6,667,412**	**5,497,052**	**1,170,360**
FORD						
Ford—U.S.A.	1,817,480	1,104,054	713,426	1,937,572	1,320,197	617,375
Ford—Canada	415,590	283,059	132,531	354,804	209,494	145,310
Ford—West Germany	518,440	518,440	.....	486,917	486,917	.....
Ford—Belgium	224,901	193,666	31,235	247,332	219,708	27,624
Ford—UK	422,272	306,635	115,637	427,495	342,171	85,324
Ford—Spain	229,547	222,026	7,521	253,751	248,045	5,706
Ford—Brazil	144,431	86,273	58,158	125,855	78,313	47,542
Ford—Mexico	88,675	36,797	51,878	111,695	54,594	57,101
Ford—Australia	92,707	81,635	11,072	90,955	81,075	9,880
Ford—Argentina	50,390	35,138	15,252	75,566	52,698	22,868
TOTAL	**4,004,433**	**2,867,723**	**1,136,710**	**4,111,942**	**3,093,212**	**1,018,730**
TOYOTA						
Toyota—Japan	3,144,557	2,258,253	886,304	3,220,418	2,248,171	972,247
Toyota—Brazil	2,705	.....	2,705	4,070	.....	4,070
TOTAL	**3,147,262**	**2,258,253**	**889,009**	**3,224,488**	**2,248,171**	**976,317**
NISSAN						
Nissan—Japan	2,407,734	1,815,792	591,942	2,584,288	1,864,251	720,037
Nissan Diesel—Japan	36,951	.....	36,951	44,041	.....	44,041
Nissan—Mexico	67,624	48,824	18,800	72,132	47,449	24,683
TOTAL	**2,512,309**	**1,864,616**	**647,693**	**2,700,461**	**1,911,700**	**788,761**
RENAULT						
Renault—France	1,719,818	1,491,853	227,965	1,526,615	1,295,713	230,902
Renault Alpine—France	1,001	1,001	.....	1,261	1,261	.....
Renault—Argentina	34,278	34,278	.....	44,422	44,337	85
Renault—Mexico	21,319	21,319	.....	22,204	22,204	.....
Renault—Australia	1,437	1,437	.....	.....	.....	.....
Fasa Renault—Spain	327,505	296,107	31,398	298,091	269,029	29,062
TOTAL	**2,105,358**	**1,845,995**	**259,363**	**1,892,593**	**1,632,544**	**260,049**
VOLKSWAGEN						
VW—West Germany	1,196,987	1,122,077	74,910	1,232,818	1,150,560	82,258
VW Audi/NSU Auto Union—West Germany	305,024	305,024	.....	311,671	311,671	.....
VW—U.S.A.	92,332	84,246	8,086	205,147	167,755	37,392
VW—Argentina	12,855	8,969	3,886	18,528	17,326	1,202
VW—Brazil	327,751	256,330	71,421	304,960	227,056	77,904
VW—Mexico	144,297	126,296	18,001	138,390	121,879	16,511
TOTAL	**2,079,246**	**1,902,942**	**176,304**	**2,211,514**	**1,996,247**	**215,267**
PEUGEOT						
Peugeot—France	629,389	536,500	92,889	677,573	569,287	108,286
Citroen—France	552,263	522,317	29,946	578,481	533,922	44,559
Talbot—France	233,501	219,116	14,385	214,581	199,941	14,640
Talbot Matra—France	8,531	7,339	1,192	13,826	13,001	825
Talbot—UK	62,630	56,235	6,395	125,896	117,439	8,457
Talbot—Spain	56,204	53,052	3,152	61,965	58,909	3,056
Safrar (Peugeot)—Argentina	15,665	14,366	1,299	13,773	12,199	1,574
Citroen—Spain	130,833	94,498	36,335	104,570	74,495	30,075
TOTAL	**1,689,016**	**1,503,423**	**185,593**	**1,790,665**	**1,579,193**	**211,472**
FIAT						
Fiat—Italy	1,007,836	925,147	82,689	1,016,727	878,365	138,362
Lancia—Italy	68,162	68,162	.....	78,257	78,257	.....
Auto Bianchi—Italy	78,047	78,047	.....	76,987	76,987	.....
O.M.—Italy	11,262	.....	11,262	17,315	.....	17,315
Magirus Deutz—Italy	2,674	.....	2,674	1,754	.....	1,754
Ferrari—Italy	2,223	2,223	.....	2,566	2,566	.....
Fiat—Brazil	165,567	924	164,643	134,184	887	133,297
Unic—France	5,094	.....	5,094	8,069	.....	8,069
Magirus Deutz—Italy	18,082	.....	18,082	18,246	.....	18,246
Seat—Spain	246,125	240,005	6,120	206,628	204,847	1,781
Fiat Sevel—Argentina	14,341	14,129	212	13,682	12,868	814
TOTAL	**1,619,413**	**1,328,637**	**290,776**	**1,574,415**	**1,254,777**	**319,638**
TOYO KOGYO						
Mazda—Japan	1,110,164	824,247	285,917	1,176,608	840,630	335,978
CHRYSLER						
Chrysler—U.S.A.	722,418	600,502	121,916	847,014	748,774	98,240
Chrysler—Canada	244,751	149,434	95,317	149,154	69,149	80,005
Chrysler—Mexico	73,735	39,143	34,592	116,074	58,110	57,964
TOTAL	**1,040,904**	**789,079**	**251,825**	**1,112,242**	**876,033**	**236,209**
HONDA						
Honda—Japan	1,020,078	859,743	160,335	1,008,927	852,177	156,750
Honda—U.S.	1,500	1,500	.....	.....	.....	.....
TOTAL	**1,021,578**	**861,243**	**160,335**	**1,008,927**	**852,177**	**156,750**
MITSUBISHI—Japan	969,445	572,644	396,801	1,094,793	606,883	487,910
LADA—U.S.S.R.	800,000	800,000	.....	830,000	830,000	.....
DAIMLER-BENZ						
Mercedes-Benz—West Germany	640,579	465,503	175,076	632,280	449,010	183,270
Mercedes-Benz—Argentina	4,173	.....	4,173	5,941	.....	5,941
Mercedes-Benz—Brazil	32,664	.....	32,664	48,899	.....	48,899
Mevosa—Spain	12,232	.....	12,232	14,238	.....	14,238
TOTAL	**689,648**	**465,503**	**224,145**	**701,358**	**449,010**	**252,348**
SUSUKI—Japan	603,153	113,881	489,272	578,876	94,785	484,091
FUJI—Japan	513,506	201,388	312,118	472,639	190,451	282,188
LELAND						
BL Cars—UK	479,781	405,116	74,665	479,896	413,440	66,456
Leyland Vehicles—UK	14,260	.....	14,260	16,852	.....	16,852
Land Rover—Spain	13,380	.....	13,380	14,711	.....	14,711
BL—Australia	2,000	.....	2,000	2,500	.....	2,500
TOTAL	**509,421**	**405,116**	**104,305**	**513,959**	**413,440**	**100,519**
DAIHATSU—Japan	464,245	127,619	336,626	472,254	147,219	325,035
ISUZU—Japan	404,871	113,299	291,572	457,242	129,564	327,678
BMW—West Germany	362,607	362,607	.....	337,757	337,757	.....

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WORLD CAR AND COMMERCIAL VEHICLE PRODUCTION BY MANUFACTURER

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Jan 9, 1984 V.

	1982			1981		
	Total	Passenger Cars	Commercial Vehicles	Total	Passenger Cars	Commercial Vehicles
VOLVO						
Volvo—Sweden	244,598	211,236	33,362	222,156	191,869	30,287
Volvo—The Netherlands	90,615	90,615	.....	77,922	77,922	.....
Volvo—Canada	10,165	10,165	.....	8,594	8,594	.....
Volvo—Brazil	1,926	.....	1,926	1,691	.....	1,691
TOTAL	**347,304**	**312,016**	**35,288**	**310,363**	**278,385**	**31,978**
POLSKI FIAT—Poland	238,389	238,389	.....	250,515	250,515	.....
AMERICAN MOTORS						
AMC—U.S.A. (including Jeep)	195,021	109,549	85,472	201,567	109,319	92,248
AMC—Canada	30,341	30,341	.....	37,491	37,491	.....
TOTAL	**225,362**	**139,890**	**85,472**	**239,058**	**146,810**	**92,248**
SKODA—Czechoslovakia/Tatra	220,000	170,000	50,000	232,000	178,000	54,000
MOSKVITCH—U.S.S.R.	205,000	205,000	.....	235,000	235,000	.....
ALFA ROMEO—Italy	189,722	188,773	949	198,857	197,287	1,570
ZAZ ZAPOROJETZ—U.S.S.R.	180,000	180,000	.....	150,000	150,000	.....
ZASTAVA—Yugoslavia	163,929	153,644	10,285	194,003	184,817	9,186
G.A.Z. Volga—U.S.S.R.	130,000	130,000	.....	130,000	130,000	.....
SAAB-SCANIA						
Saab—Sweden	83,556	83,556	.....	66,392	66,392	.....
Scania—Sweden	20,912	.....	20,912	25,207	.....	25,207
Scania—Brazil	3,327	.....	3,327	3,585	.....	3,585
Scania—Argentina	388	.....	388	393	.....	393
TOTAL	**108,183**	**83,556**	**24,627**	**95,577**	**66,392**	**29,185**
HYUNDAI—South Korea	90,983	78,071	12,912	70,051	52,961	17,090
HINO—Japan	61,445	.....	61,445	69,276	.....	69,276
INTERNATIONAL HARVESTER						
IHC—U.S.A.	45,109	.....	45,109	62,861	.....	62,861
IHC—Canada	10,947	.....	10,947	12,148	.....	12,148
Seddon Atkinson—UK	1,821	.....	1,821	1,353	.....	1,353
TOTAL	**57,877**	.....	**57,877**	**76,362**	.....	**76,362**
KIA—South Korea	43,266	535	42,731	36,039	4,753	31,286
PORSCHE—West Germany	36,329	36,329	.....	31,734	31,734	.....
I.M.V.—Yugoslavia	31,614	31,302	312	30,056	28,859	1,197
SAEHAN—South Korea	22,796	14,845	7,951	20,411	8,888	11,523
DE TOMASO-INNOCENTI—Italy						
Nuova Innocenti	21,646	21,646	.....	23,187	23,187	.....
De Tomaso	83	83	.....	74	74	.....
TOTAL	**21,729**	**21,729**	.....	**23,261**	**23,261**	.....
M.A.N.—West Germany	20,013	.....	20,013	25,473	.....	25,473
U.N.I.S.—Yugoslavia	19,723	16,510	3,213	21,186	21,188	.....
TOTAL ABOVE	**34,210,351**	**26,078,476**	**8,131,875**	**35,374,369**	**26,974,695**	**8,399,674**
OTHERS	**1,878,007**	**536,180**	**1,341,827**	**1,855,686**	**483,097**	**1,372,589**
TOTAL WORLD	**36,088,358**	**26,614,656**	**9,473,702**	**37,230,055**	**27,457,792**	**9,772,263**

Data compiled by Motor Vehicle Manufacturers Assn.

October tops 1982 by 15 pct.

New-car registrations climb for month and year

Continued from Page 6

bered 567,107 in October, up 7.32 percent over 528,420 the preceding month and up 21.96 percent over 464,985 for the same month of 1982.

Import registrations dropped slightly in number and substantially in share of the market from October to October. Imports were down 0.07 percent, to 189,688 from 189,821. Their market share for the month plunged to 25.06 percent from 28.99 percent.

U. S.-built Renault Alliances and Encores now are counted among the domestics by R. L. Polk & Co. and appear as such for 1983 and 1982 on current tables. A year ago, Polk considered the U. S. Renault products as captive imports and their numbers were detailed in import registrations. Thus, figures now in AUTOMOTIVE NEWS for late-1982 and the first eight months of 1983 will be changed from those published through the past year.

In October, American Motors, Ford Motor Co. and General Motors all improved their market positions as the imports dropped 3.93 percentage points, Chrysler Corp. lost 0.10 percentage points and miscellaneous domestics dropped 0.02 percentage points.

AMC was up 0.32 percentage points, to 2.05 percent from 1.73 percent; Ford gained 2.01 percentage points, climbing to 17.76 percent from 15.75 percent, and GM improved its share by 1.72 percentage points, to 46.48 percent from 44.76 percent.

In the domestics-only arena, AMC was up to 2.74 percent from 2.44 percent in October. Chrysler Corp. claimed 11.53 percent, down from 12.31 percent. Ford was up to 23.70 percent from 22.18 percent, GM dipped to 62.02 percent from 63.03 percent and miscellaneous domestics dropped to 0.01 percent from 0.04 percent.

U. S. intermediates claimed the largest market class segment in October, 28.89 percent. Imports were second with 25.06 percent, followed by compacts at 16.50 percent, standards at 12.18 percent, subcompacts at 11.23 percent and luxury models at 6.14 percent.

A year earlier, intermediates represented only 20.96 percent and imports had 28.99 percent. Compacts had 15.86 percent, standards had 12.78 percent, subcompacts had 15.08 percent and luxury cars had 6.33 percent.

In the domestics-only market this year, intermediates held a 38.55-percent share for 10 months, compacts had 22.02 percent, standards had 16.25 percent, subcompacts had 14.98 percent and luxury cars had 8.20 percent.

New-car registrations for the first 10 months of 1983 surpassed the same span of 1982 by 15.87 percent and edged past 1981 by 1.31 percent. Of the 1983 total of 7,313,078, domestics accounted for 5,270,204. Their sum was 19.06 percent higher than the 4,426,599 domestics registered the first 10 months of 1982, and 2.52 percent above the 5,140,488 from the same period of 1981.

In the 10 months of 1983, all four major U. S. auto makers increased their shares of the market at the expense of the imports and miscellaneous domestics. AMC was up 0.88 percentage points, Chrysler gained 0.76 percentage points, Ford was up 0.20 percentage points and GM advanced 0.12 percentage points.

Imports, whose numbers increased to 2,042,874 from 1,884,651, wound up with a smaller piece of a larger pie: 27.93 percent compared with 29.86 percent. Miscellaneous domestics dropped to 0.01 percent from 0.03 percent.

Soft 'T'

Am-Top, Inc., Troy, Mich., is introducing folding vinyl T-top panels for the 1982-1984 Camaro / Firebird. Retail price is $249.95.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
OCTOBER, 1983 VS. OCTOBER, 1982

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Alliance FWD	9,230	107,672	5,274	7,984
Encore FWD	3,325	5,312		
Spirit	146	4,773	908	14,967
Concord	107	9,030	1,589	20,202
Concord SW	93	4,146	640	7,195
Eagle 4WD	365	3,079	433	4,911
Eagle 4WD SW	1,938	16,525	1,723	14,796
Eagle SX4 4WD	346	5,261	788	9,112
TOTAL AMC	15,550	155,798	11,355	79,167
Chrysler Laser FWD	1,698	2,224		
LeBaron FWD	5,141	56,414	6,416	65,298
LeBaron SW FWD	1,127	9,530	953	6,665
E-Class/New Yorker FWD	9,559	65,940	1,665	2,103
Cordoba	317	10,113	1,614	12,797
New Yorker Fifth Avenue	3,716	62,519	6,086	48,616
Imperial	21	1,228	162	2,160
Total	21,579	207,968	16,896	137,639
Plymouth Horizon FWD	5,564	45,273	5,372	62,058
Turismo FWD	3,142	29,429	1,266	5,664
Reliant FWD	6,935	93,375	7,985	84,821
Reliant SW FWD	3,255	37,541	2,924	33,206
Gran Fury	294	11,477	854	13,894
Total	19,190	217,095	18,401	199,643
Dodge Omni FWD	4,500	40,046	4,893	53,327
Charger FWD	4,072	37,201	1,533	9,798
Daytona FWD	1,374	1,814		
Aries FWD	5,719	68,811	7,311	61,586
Aries SW FWD	2,393	29,644	2,570	27,152
600 '84/400 '83 FWD	1,552	25,496	2,551	21,865
Diplomat	906	19,690	1,612	19,946
Diplomat SW			1	70
Mirada	248	4,144	708	6,017
600 FWD	3,833	26,741	767	892
Total	24,597	253,587	21,946	200,653
TOTAL CHRYSLER CORP.	65,366	678,650	57,243	537,935
Ford Escort FWD	18,231	201,847	18,332	208,418
Escort SW FWD	5,602	67,905	6,044	65,687
EXP FWD	812	18,723	2,291	31,527
Fairmont	671	46,221	9,592	102,322
Fairmont SW			13	2,022
Tempo FWD	21,042	79,347	1	2
Granada			3,359	55,518
Granada SW			1,860	31,213
LTD	9,949	94,014	1,728	1,739
LTD SW	4,088	38,044	426	431
LTD '82			2,200	41,709
LTD Crown Victoria	6,513	80,235	5,900	38,369
LTD Crown Victoria SW	1,541	17,015	1,548	16,907
Mustang	8,664	93,327	10,900	94,490
Thunderbird	13,126	95,483	4,359	37,591
Total	90,239	832,161	68,553	727,945
Lincoln Town Car	7,143	47,968	4,765	29,718
Mark VI and VII	1,286	21,894	2,431	20,184
Continental	665	11,191	2,066	17,014
Total	9,094	81,053	9,262	66,916
Mercury Lynx FWD	4,894	52,827	5,903	62,969
Lynx SW FWD	1,344	14,698	1,848	17,186
LN7 FWD	157	4,718	681	10,704
Capri	1,878	18,861	2,903	24,019
Zephyr	131	13,221	3,273	32,728
Zephyr SW			7	804
Topaz FWD	5,508	23,606		
Cougar '82			1,727	26,134
Cougar '82 SW			648	12,409
Marquis '83/'84	4,209	39,767	406	410
Marquis '83/'84 SW	1,260	13,231	363	363
Marquis '82			416	6,886
Marquis Brougham '82			798	13,911
Grand Marquis	5,673	68,593	4,075	28,888
Grand Marquis SW	850	10,201	685	7,687
Cougar '83/'84/XR7	9,166	62,952	1,597	13,822
Total	35,070	322,765	25,330	258,920
Lincoln Mercury Division Total	44,164	403,818	34,592	325,836
TOTAL FORD MOTOR CO.	134,403	1,235,979	103,145	1,053,781

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	7,391	83,949	11,001	119,704
Skyhawk FWD	4,531	51,436	4,760	33,867
Skyhawk SW FWD	696	8,778	102	109
Century FWD	15,203	115,562	8,803	71,625
Century SW FWD	17	20		
Regal	20,345	180,096	19,085	170,530
Regal SW	536	11,575	1,131	11,849
LeSabre	11,057	104,808	8,706	74,105
Electra	7,423	62,700	5,716	45,409
Electra FWD	40	150		
Buick SW	1,377	15,308	1,276	11,956
Riviera FWD	5,357	39,666	4,198	33,888
Total	73,973	674,048	64,778	573,042
Cadillac deVille	10,718	103,933	10,561	86,325
deVille FWD	3	99		
Cimarron FWD	1,547	15,994	1,061	10,125
Fleetwood & Chas.	4,116	34,138	3,833	30,094
Fleetwood FWD	1	33		
Eldorado FWD	7,443	55,777	5,366	43,904
Seville FWD	3,504	25,283	2,467	17,615
Total	27,332	235,257	23,288	188,063
Chevrolet Chevette	13,478	145,478	17,744	191,508
Camaro	15,402	143,718	12,109	141,169
Cavalier FWD	16,488	142,680	7,981	72,843
Cavalier SW FWD	6,141	55,514	2,264	20,990
Citation FWD	5,912	79,917	12,826	152,799
Malibu	2,292	42,028	4,192	54,871
Malibu SW	1,575	40,461	3,426	33,484
Celebrity FWD	16,140	130,536	10,132	70,892
Celebrity SW FWD	3	3		
Monte Carlo	10,418	80,446	7,584	78,202
Impala	3,454	38,328	3,515	42,910
Caprice	11,518	102,067	10,182	81,274
Chevrolet SW	4,739	46,799	3,856	35,927
Corvette	2,293	21,095	1,561	17,851
Total	109,853	1,069,070	97,372	994,720
Oldsmobile Omega FWD	3,190	42,893	5,441	59,692
Firenza FWD	2,491	26,241	2,785	20,247
Firenza SW FWD	928	10,464	66	76
Cutlass Ciera FWD	19,795	146,062	11,695	82,709
Cutlass Ciera SW FWD	3	6		
Cutlass Supreme/Calais	28,943	244,417	23,294	211,299
Cutlass SW	709	17,057	1,421	16,401
Delta 88	15,391	161,985	13,160	125,977
98	11,144	92,663	8,798	66,752
98 FWD		23		
Oldsmobile SW	2,020	20,981	1,755	16,006
Toronado FWD	3,940	30,895	2,957	25,576
Total	88,554	793,687	71,372	624,735
Pontiac 1000	2,739	28,792	3,569	40,704
Firebird	7,747	73,924	6,646	77,614
2000 FWD	5,438	59,379	4,348	38,727
2000 SW FWD	976	10,286	807	6,676
Phoenix FWD	1,482	21,599	3,150	39,586
Bonneville	7,169	55,564	4,941	48,456
Bonneville SW	800	12,178	1,127	11,882
6000 FWD	9,174	70,637	5,624	37,903
6000 SW	1	1		
Grand Prix	8,300	73,271	6,001	67,387
Catalina			3	444
Bonneville '81 Parisienne	1,303	4,482	14	1,675
Bonneville Bgm. '81/Paris Bgm.	1,847	8,570	22	1,455
Pontiac SW	729	3,394	8	464
Fiero	4,330	5,076		
Total	52,035	427,153	36,260	372,973
TOTAL GM CORP.	351,747	3,199,215	293,070	2,753,533
Checker	3	247	148	1,910
Miscellaneous Domestic	41	562	172	2,183
Domestic Station Wagon Total	44,741	511,395	39,492	409,613
Domestic Grand Total	567,107	5,270,204	464,985	4,426,599
Import Total	189,688	2,042,874	189,821	1,884,651
Grand Total All Registrations	756,795	7,313,078	654,806	6,311,250

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

obituaries

Cliff Bilby

CHICAGO.—Cliff Bilby, 64, former auto editor of Chicago Today and longtime auto editor of the old Chicago American, died Jan. 4. He was makeup editor of the Chicago Tribune at the time of his death.

Stan Gustafson

TOLEDO.—Stan Gustafson, 53, president of Dana Corp., died Dec. 26 at Houghton Lake, Mich., after a heart attack. Mr. Gustafson was elected president in December, 1980, after a career at Dana which began in 1958 as an internal auditor.

Robert L. Murray

PORTLAND, Ore.—Robert L. Murray, 61, owner of Murray Chevrolet Co. in suburban Gresham, died Dec. 17. He was current president of the Metro Portland Automobile Dealers Assn. and in 1980 and 1981 was head of the Oregon Automobile Dealers Assn.

Colman B. O'Shaughnessy

CLARENDON HILLS, Ill. — Colman B. O'Shaughnessy, 73, secretary emeritus of the Automotive Sales Council, a group he founded in 1958, died here Dec. 31. He was also the current manager of the Automotive Electrical Assn. Service Division of ASIA.

Charles S. Thompson

MELBOURNE, Fla.—Charles S. Thompson, former president of Sunrise Motors, Inc., St. Thomas, Virgin Islands, died here Nov. 29.

Total is 9,177,777; domestics, imports share gain

1983 car sales are best since '79

Continued from Page 1

1983, down from 61.07 percent a year earlier. Ford slipped to 23.12 percent from 23.38 percent. Chrysler was up to 12.39 percent from 12.02 percent. AMC improved to 2.85 percent from 1.95 percent; VW dropped to 1.25 percent from 1.58 percent, and Honda earned 0.74 percent of the 1983 market.

• AMC-make cars, VW and Imperial failed to match year-ago numbers. All other domestic makes were up. Chrysler sales improved by 47.92 percent, Plymouth was up 5.56 percent, Dodge was up 20.25 percent and Imperial (no longer built) was off by 55.67 percent.

Ford was up 14.57 percent, Mercury was up 25.1[illegible] percent and Lincoln was up 9.14 percent. Buick was up 16.88 percent, Cadillac was up 20.47 percent, Chevrolet was up 6.89 percent, Oldsmobile was up 26.01 percent and Pontiac was up 14.49 percent.

AMC was off 42.67 percent (its Spirit and Concord no longer being built), and VW was down 6.71 percent.

Fourth-quarter domestic sales added to 1,814,142, up 21.42 percent from 1,494,065 in 1982.

On the import scene, records were set by several makers in 1983. Nissan reported its best year ever in the U.S. Nissan sales of 521,902 were up 10.98 percent from 470,246 in 1982 and up from the previous record of 516,890 set in 1980.

BMW enjoyed record sales in 1983 and marked its 10th consecutive calendar year of sales increases. Jaguar had a record year as did Volvo, Subaru, Saab and Mercedes-Benz.

Volkswagen (import) was up from 1982. So were Toyota, Porsche, Audi, Mazda, Alfa Romeo, Isuzu and Peugeot.

In December, all the major domestic auto makers reported sales gains over 1982. GM was up 25.63 percent, Ford was up 26.10 percent, Chrysler was up 11.40 percent, AMC was up 18.76 percent, VW was up 3.45 percent.

GM sales accounted for 57.65 percent of the domestic market for the month, up from 57.30 percent in 1982. Ford climbed to 24.93 percent from 24.68 percent. Chrysler had 12.14 percent, down from 13.60 percent. AMC slipped to 2.92 percent from 3.07 percent. VW was down to 1.11 percent from 1.35 percent and Honda had 1.25 percent.

Imports captured 25.64 percent of the December market, down from 29.09 percent in 1982.

Late-December domestic sales totaled 206,610, best for the period since 1978 and up 30.38 percent from 158,466 in 1982.

Where auto market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	107,945	14.35
COMPACT	131,142	17.43
INTERMEDIATE	190,856	25.37
STANDARD	68,587	9.12
LUXURY	60,889	8.09
IMPORT	192,867	25.64
TOTAL	752,288	100.00

Where auto market was in 1983

	Total Sales	Pct. of Total
SUBCOMPACT	1,160,620	12.65
COMPACT	1,537,075	16.75
INTERMEDIATE	2,401,845	26.17
STANDARD	915,244	9.97
LUXURY	780,518	8.50
IMPORT	2,382,475	25.96
TOTAL	9,177,777	100.00

SALES BY MARKET UNITS

	December, 1983	December, 1982	12 Mos., 1983	12 Mos., 1982
Chevrolet	113,941	87,556	1,347,447	1,260,620
Ford	98,925	76,365	1,060,314	925,490
Oldsmobile	77,749	55,939	1,007,559	799,585
Buick	54,883	50,770	845,083	723,011
Toyota	51,026	46,147	555,766	530,246
Pontiac	50,928	38,788	553,135	483,149
Nissan	37,424	39,779	521,902	470,246
Mercury	32,984	25,439	409,433	327,142
Honda	32,432	28,086	401,072	365,865
Dodge	29,834	29,093	369,470	313,135
Cadillac	25,024	23,675	300,337	249,295
Plymouth	24,733	23,509	326,444	302,598
Chrysler/Imperial	21,451	15,426	262,037	178,970
AMC-Renault	18,223	15,788	226,580	149,973
Volkswagen of America	14,097	12,277	162,054	158,518
Mazda	12,739	13,285	173,388	163,638
Subaru	11,855	11,594	156,840	150,335
Lincoln	7,526	8,774	101,574	93,068
Mercedes-Benz	7,865	7,399	73,692	65,963
BMW	6,225	6,215	59,242	52,393
Volvo	5,137	3,401	88,857	72,375
Mitsubishi	3,047	1,260	32,755	3,950
Saab	2,395	1,425	26,323	18,463
Jaguar	1,789	1,219	15,815	10,349
Isuzu	1,658	1,359	20,731	15,462
Peugeot	1,200†	1,219	14,916†	14,323
Alfa Romeo	185	240	3,002	2,193
Fiat	.....	697	5,002	15,287
TOTAL	752,288	631,875	9,177,777	7,978,058

†Estimate

IMPORTED CAR SALES

	December, 1983	December, 1982	12 Mos., 1983	12 Mos., 1982
Alfa Romeo	185	240	3,002	2,193
Audi	5,200	3,650	47,936	45,954
BMW	6,225	6,215	59,242	52,393
Challenger/Conquest	446	981	14,024	14,128
Plymouth Colt	2,678	2,500	34,513	37,129
Dodge Colt	3,213	2,310	39,158	37,902
DeLorean	.....	.....	.....	2,830
Fiat	.....	573	4,489	14,113
Honda	25,451	28,086	350,670	365,865
Isuzu	1,658	1,359	20,731	15,462
Jaguar	1,789	1,219	15,815	10,349
Lancia	.....	124	513	1,174
Mazda	12,739	13,285	173,388	163,638
Mercedes-Benz	7,865	7,399	73,692	65,963
Mitsubishi	3,047	1,260	32,755	3,950
Nissan	37,424	39,779	521,902	470,246
Peugeot	1,200†	1,219	14,916†	14,323
Porsche	1,811	1,501	21,831	14,407
Renault	1,885	2,031	33,229	37,540
Saab	2,395	1,425	26,323	18,463
Sapporo/Conquest	374	1,283	11,571	13,068
Subaru	11,855	11,594	156,840	150,335
Toyota	51,026	46,147	555,766	530,246
Vista	1,406	.....	4,303	.....
Volkswagen	7,858	6,246	77,009	67,352
Volvo	5,137	3,401	88,857	72,375
TOTAL	192,867	183,827	2,382,475	2,221,398

†Estimate

Harvester, GAC join to develop special vehicles

CHICAGO.—International Harvester and General Automotive Corp., Ann Arbor, Mich., have announced an agreement of cooperation for the development of special-purpose vehicles.

Neil A. Springer, president, International Truck Group, said "the agreement will enable us to fill market niches and to strengthen our already strong market share position." International manufactures medium and heavy trucks.

Cruse W. Moss, GAC chairman, said "the recognized expertise that we bring to this arrangement will benefit both companies in the pursuit of government and specialty-vehicle business."

GAC manufactures the Flxble transit bus and other vehicles and equipment for the transportation industry and provides contract services through subsidiary groups.

Oklahoma dealers choose officers

OKLAHOMA CITY.—Ed Perry, a Ford dealer in Holdenville, has been elected president of the Oklahoma Automobile Dealers Assn., and Ed Eskridge, of Eskridge Oldsmobile-Honda, has been elected president of the Oklahoma City Motor Car Dealers Assn.

As head of the state group, Perry succeeds Jack Marshall, a Chevrolet dealer in Claremore. Other new officers are Wendell Dockum, Oklahoma City Pontiac dealer, president elect, and Ralph L. Bolen, Bolen Oldsmobile, Oklahoma City, treasurer.

Perry succeeds Roy Dockum, Dockum Pontiac, as president of the Oklahoma City association. Ted Gunderson, Southwest Ford, was named vice president, and W. W. (Red) Ridler, Toyota of Oklahoma City, was elected treasurer. John Connor is manager of both associations.

DOMESTIC CAR SALES

	Dec. 21 to Dec. 31, 1983	Same Period, 1982	Dec., 1983	Same Month, 1982	Jan. 1, to Dec. 31, 1983	Same Period, 1982
Alliance	.....	.....	6,927	8,542	126,008	30,173
Encore	.....	.....	6,307	.....	20,182	.....
Renault	.....	.....	13,234	8,542	146,190	30,173
Spirit	.....	.....	193	1,002	4,441	16,182
Concord	.....	.....	192	1,633	11,513	30,872
Eagle	.....	.....	2,719	2,580	31,207	35,206
AMC	.....	.....	3,104	5,215	47,161	82,260
AMERICAN MOTORS*	8,138	3,500	16,338	13,757	193,351	112,433
Horizon	2,290	1,590	5,663	3,943	56,763	46,907
Turismo/TC3	1,231	1,325	2,907	3,284	36,497	39,704
Reliant	4,539	3,922	11,980	12,034	157,247	146,762
Plymouth	166	210	476	465	15,101	18,255
Total Plymouth	8,226	7,047	21,026	19,726	265,608	251,628
Laser	1,353	.....	3,769	.....	11,097	.....
LeBaron K	2,175	2,540	5,916	6,315	80,309	88,575
Cordoba	41	430	156	957	10,375	15,828
New Yorker 5th Ave.	1,722	1,832	4,852	4,664	73,729	62,725
E-Class	852	1,343	2,247	3,177	35,283	9,122
New Yorker E	1,666	96	4,511	119	50,091	119
Total Chrysler	7,809	6,241	21,451	15,232	260,884	176,369
Total Imperial	.....	89	.....	194	1,153	2,601
Omni	2,073	1,506	5,000	3,830	50,451	40,002
Charger/024	1,164	1,436	3,283	3,564	45,975	41,275
Daytona	1,167	.....	3,142	.....	8,761	.....
Aries	3,462	4,070	9,539	11,512	119,400	113,076
600 Coupe/400	487	1,261	1,413	3,035	28,488	28,946
Diplomat	162	388	432	949	22,603	24,866
Mirada	39	204	124	427	4,417	7,316
Dodge 600	982	1,014	2,431	2,485	33,882	5,624
Total Dodge	9,536	9,879	25,424	25,802	313,977	261,105
CHRYSLER CORP.	25,571	23,256	67,901	60,954	841,622	691,703
EXP	440	1,001	924	2,658	19,574	39,021
Escort	10,729	9,714	26,641	23,684	326,333	337,667
Mustang	3,275	3,461	8,678	8,688	116,976	119,526
Tempo	7,729	.....	21,730	.....	136,148	.....
Fairmont	.....	4,943	.....	14,457	37,521	139,056
Granada	.....	1,044	.....	3,051	3,751	94,750
Thunderbird	5,953	479	14,657	1,347	134,710	42,585
LTD '83	6,580	4,499	16,630	11,105	165,396	26,820
Ford Crown Victoria	3,585	4,258	9,665	11,375	119,905	126,065
Ford Division	38,291	29,399	98,925	76,365	1,060,315	925,490
LN7	.....	420	.....	1,060	4,694	13,107
Lynx	2,237	2,045	5,257	5,675	78,876	95,959
Topaz	1,915	.....	6,090	.....	41,796	.....
Zephyr	.....	1,019	.....	3,063	11,583	42,363
Cougar/Monarch	.....	360	.....	899	906	40,829
XR-7	2,818	142	8,195	454	87,027	15,609
Capri	478	979	1,347	2,740	22,708	31,280
Marquis '83	1,955	1,512	5,424	4,137	55,184	10,645
Mercury Gr. Marquis	2,500	2,570	6,671	7,411	96,659	77,348
Total Mercury	11,903	9,047	32,984	25,439	409,433	327,142
Continental	522	547	1,424	1,484	13,691	22,611
Lincoln	1,065	1,714	3,351	4,660	59,626	42,537
Mark VII	1,068	1,052	2,753	2,630	28,257	27,920
Total Lincoln	2,655	3,313	7,528	8,774	101,574	93,068
L-M Division	14,558	12,360	40,512	34,215	511,007	420,208
FORD MOTOR	52,849	41,759	139,437	110,578	1,571,321	1,345,698
Skyhawk	1,772	1,384	4,322	4,080	72,998	46,942
Skylark	2,414	2,211	6,542	7,831	102,763	141,766
Century FD	4,111	2,756	11,746	9,549	150,280	99,873
Regal Sedan/Coupe	4,307	4,326	12,872	13,331	234,035	222,169
LeSabre	3,698	2,564	10,287	7,890	151,555	108,989
Electra	1,703	1,522	5,032	4,854	80,106	59,599
Riviera	1,330	997	4,082	3,235	53,346	43,673
Buick Division	19,335	15,760	54,883	50,770	845,083	723,011
Cimarron	511	640	1,473	1,941	19,188	13,774
Seville	864	945	3,035	2,543	33,522	24,029
Cadillac	4,587	4,930	14,623	13,937	176,003	154,229
Eldorado	1,729	2,029	5,893	5,254	71,624	57,263
Cadillac Division	7,691	8,544	25,024	23,675	300,337	249,295
Chevette	6,551	4,380	15,364	11,946	178,759	231,927
Cavalier	9,579	3,761	24,097	10,300	259,397	121,392
Citation	2,720	4,238	6,973	12,073	92,379	186,782
Camaro	5,166	4,093	13,342	11,992	178,266	182,848
Celebrity	8,388	3,950	20,669	12,005	180,354	101,311
Malibu	202	2,267	789	7,457	85,421	110,736
Monte Carlo	4,169	2,214	10,230	6,244	105,797	98,954
Chevrolet	7,330	4,770	20,156	14,102	238,930	204,193
Corvette	822	541	2,341	1,437	28,144	22,477
Chevrolet Division	44,927	30,214	113,941	87,556	1,347,447	1,260,620
Firenza	1,278	897	3,141	2,538	44,753	28,282
Omega	1,314	1,173	3,111	3,778	49,818	72,392
Cutlass Ciera	7,023	3,236	16,942	9,409	191,720	113,921
Cutlass/Supreme	9,057	5,343	24,458	16,618	331,179	280,566
Olds 88	5,548	4,315	16,592	13,238	228,770	180,840
Olds 98	2,589	2,515	9,215	7,721	119,526	89,222
Toronado	1,905	844	4,288	2,637	41,791	34,362
Oldsmobile Division	28,714	18,323	77,749	55,939	1,007,559	799,585
Fiero	1,951	.....	7,089	.....	22,581	.....
1000	789	1,416	2,261	3,560	34,173	51,257
2000/Sunbird	2,515	1,901	8,157	4,976	86,313	57,048
Phoenix	426	1,322	1,453	3,763	24,362	49,527
Firebird	1,966	3,288	7,198	9,182	90,777	105,686
6000	2,405	2,414	8,656	6,617	92,513	55,794
Bonneville	1,618	1,956	6,130	5,367	84,122	76,063
Grand Prix	1,750	1,977	6,000	5,323	89,355	83,598
Parisienne	1,150	.....	3,984	.....	26,929	4,176
Pontiac Division	14,570	14,274	50,928	38,788	553,135	483,149
GENERAL MOTORS	115,237	87,115	322,525	256,728	4,053,561	3,515,660
VOLKSWAGEN	2,935	2,836	6,239	6,031	85,045	91,166
HONDA	1,880	.....	6,981	.....	50,402	.....
DOMESTIC TOTAL	206,610	158,466	559,421	448,048	6,795,302	5,756,660
IMPORT TOTAL	.....	.....	192,867	183,827	2,382,475	2,221,398
INDUSTRY TOTAL	.....	.....	752,288	631,875	9,177,777	7,978,058

*—AMC does not issue a breakdown for ten-day periods.

United Technologies unit appoints two new VPs

DEARBORN. — Frank E. Arcobello and Carlo Damiano have been appointed vice presidents for United Technologies Automotive Group's European Operations, located in Lausanne, Switzerland.

Arcobello becomes vice president-finance and Damiano vice president-personnel and industrial relations.

U. S. makers top 1982 by 37 pct.

6,821,066 cars assembled in 1983

By Mary Beth Mayer
Staff Writer

All of the domestic auto makers enjoyed production increases last year and together they wound up the 1983 calendar year with the highest output in four years.

The manufacturers assembled 6,821,066 cars, leading the year-ago total of 4,973,870 by 37.14 percent. It was the best 12-month showing since 1979, when 8,418,369 were completed.

American Motors experienced the largest increase in production last year, building 200,381 units, up 82.91 percent from 109,522 in 1982. Renault Alliance and Encore were the reason.

Chrysler Corp.'s output was up 50.58 percent, from 600,502 to 904,189. Total car production by Ford Motor Co. was 1,546,493, which was 40.08 percent ahead of 1,104,074 in 1982.

General Motors assembled 4,016,461 cars last year, up 30.71 percent from 3,072,883. Volkswagen of America finished with 98,207 units, a 16.58 percent increase over 84,246 in the previous year.

After producing 620 units in the last two months of 1982, Honda finished its first full year of production in the U. S. with 55,335 cars. Checker Motors ceased production in 1982.

Totals for December and the fourth quarter were the highest since 1978. December's build was 580,850 units, 51.30 percent ahead of the year-ago month's 383,921 and the highest for the month since 637,336 units were completed five years earlier.

Breakdown for the month by company was: GM, 57.36 percent; Ford, 21.26 percent; Chrysler, 15.15 percent; AMC, 3.30 percent; VW, 1.59 percent, and Honda, 1.34 percent.

Last week's output of 136,310 units dropped 11.83 percent below 154,589 completed during the week ending Dec. 24, but was 80.96 percent ahead of the 75,328 units built in the first week of 1983.

Honda's non-union employes were the only U. S. car assemblers working during the last week of December. They built 1,483 units during four days of production that week.

The other car makers returned to work Jan. 3 after the holiday vacation, except for the American Motors Kenosha (Wis.) plant, which will return Jan. 9.

Last week, nine GM points worked two shifts on Saturday (Jan. 7). They were: Arlington (Tex.), Detroit, Doraville (Ga.), Fairfax (Kans.), Flint (B-D and G lines), Lansing (B-D and G lines), Leeds (Mo.), Lordstown (O.) and Van Nuys (Calif.).

GM's Willow Run (Mich.) plant will close today (Jan. 9) for one week of plant rearrangement. Some 4,500 workers are affected.

All five of Chrysler's car facilities worked extra hours last week. Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two 9-hour daily shifts. Jefferson (Detroit) worked two 8½-hour daily shifts and St. Louis No. 2 operated one 10-hour daily shift. St. Louis No. 1 and No. 2 and Jefferson worked last Saturday.

This week, Chrysler plans the same daily overtime schedule.

Five Ford facilities worked extra hours last week. Atlanta, Edison (N. J.), St. Louis, Wayne (Mich.) and Wixom (Mich.) put in extra daily hours and Wixom worked Saturday as well.

This week, three Ford points are down, while daily overtime is planned at five other plants, in an effort to rebalance product mix. Down are Dearborn, Kansas City and Lorain (O.). Some 2,400 workers at each point are affected. On overtime are Chicago, Edison, St. Louis, Wayne and Wixom.

Auto production in Canada shows 20 pct. gain for 1983

In 1983, Canadian auto and truck makers built about 20 percent more vehicles than in the previous year.

The car manufacturers turned out 968,298 units last year, 20.79 percent ahead of 801,685 in 1982. It was the best annual total since 1978, when 1,131,050 cars were completed in Canada.

The truck makers finished 1983 with 554,550 units, an 18.42 percent improvement over 468,327 in the previous year, and just 1,279 units shy of the 1981 sum of 555,829.

In December, the auto makers completed 78,459 units, leading the year-ago month's 50,088 by 56.65 percent. It was the highest total for December since 1978, when 85,377 units were assembled.

December truck output was 52,744, nearly doubling the year-ago total of 27,043. It was the best month ever for truck production in Canada.

As the assembly plants returned from holiday vacations last week and worked four days, auto output was targeted at 18,231 units, trailing the 23,209 units built in the week ending Dec. 24 by 21.45 percent, but 26.64 percent ahead of the 14,396 assembled in the year-ago week.

Ford Motor Co.'s Oakville (Ont.) car point will be down this week to complete tooling and modifications which are necessary to add production of Escort and Lynx to Tempo and Topaz output there.

Tooling for the new lines at Oakville came from San Jose, Calif.

Truck production last week was estimated at 12,292 down 13.81 percent from 14,260 units assembled in the week ending Dec. 24, but 83.82 percent ahead of the 6,687 units built in the year-ago week.

Chrysler Corp. estimated that 1,105 Plymouth Voyagers and 1,175 Dodge Caravans were built at the Windsor assembly facility last week. In 1983, there were 9,109 Voyagers, 8,920 Caravans and 103 Mini Ram Vans assembled, for a total of 18,132 T-115s for the year.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 7, 1984	Week Ended Jan. 8, 1983	Week Ended Dec. 24, 1983	Dec. Total	1982 Total	1983 Total
AMERICAN MOTORS	480	1,220	698	2,431	30,344	29,551
CHRYSLER CORP.	.....	4,272	.....	.....	149,442	104,365
FORD MOTOR	7,045	313	9,938	30,854	283,001	285,377
GENERAL MOTORS	10,474	8,366	12,393	44,454	332,038	538,639
VOLVO	232	225	180	720	6,860	10,366
Total Cars, Canada	18,231	14,396	23,209	78,459	801,685	968,298

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 7, 1984	Week Ended Jan. 8, 1983	Week Ended Dec. 24, 1983	Dec. Total	1982 Total	1983 Total
CHEVROLET	15,957	8,277	18,275	67,794	658,066	845,523
DODGE	3,100	.....	4,079	14,265	121,916	147,669
FORD	17,563	8,021	21,482	75,247	713,426	928,778
GMC	5,215	2,191	6,045	21,365	223,172	261,389
INTERNATIONAL	971	285	988	3,947*	45,114	51,188
VOLKSWAGEN	.....	.....	.....	.....	8,086	2,079
JEEP	2,680	.....	3,426	15,961	75,269	113,230
NISSAN	1,300	.....	1,342	5,388	.....	19,979
AM GENERAL	40	50*	50*	170*	2,415	2,460*
MISCELLANEOUS	800	1,000*	1,000*	3,400*	54,700	49,200*
Total Trucks, U.S.	47,626	19,824	56,687	207,537	1,902,164	2,421,495

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 7, 1984	Week Ended Jan. 8, 1983	Week Ended Dec. 24, 1983	Dec. Total	1982 Total	1983 Total
CHRYSLER CORP.	4,484	2,646	4,496	17,806	95,410	141,249
FORD MOTOR	2,660	280	4,075	12,079	132,531	144,147
GENERAL MOTORS	5,040	3,761	5,583	22,426	229,492	263,469
INTERNATIONAL	108	.....	106	433*	10,894	5,685
Total Trucks, Canada	12,292	6,687	14,260	52,744	468,327	554,550
N. American Trucks	59,918	26,511	70,947	260,281	2,370,491	2,976,045

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

'83 truck output jumps 27 pct.; total is 2,421,495

During 1983, domestic truck makers produced 27.31 percent more units than in the previous year.

The manufacturers wound up the year with 2,421,495 units, a substantial increase over the 1,902,164 built in 1982. It was the best year of truck production since 1979, when 2,973,498 were completed.

In December, truck manufacturers finished 207,537 units, the best showing for the month since 1978, when 276,248 were built and 60.95 percent ahead of the year-ago month's 128,948.

The truck makers were off to a far stronger start in the first week of the new year than in the first week of 1983. Last week, 47,626 trucks were completed, leading the year-ago week's 19,824 by 140.25 percent. The week's total trailed the 56,687 units built during the week ending Dec. 24 by 15.99 percent.

All domestic truck makers returned to work Jan. 3 after the holiday vacation.

U. S. CAR PRODUCTION

	Week Ended Jan. 7, 1984	Week Ended Jan. 8, 1983	Week Ended Dec. 24, 1983	Dec. Total	1982 Total	1983 Total
AMERICAN MOTORS	.....	2,974	5,326	19,154	109,552	200,381
AMC Total	.....	.....	.....	.....	51,800	4,071
Concord	.....	.....	.....	.....	17,152	3
Spirit	.....	.....	.....	.....	12,951	.....
Eagle	.....	.....	.....	.....	21,697	4,068
Renault Total	.....	2,974	5,326	19,154	57,752	196,310
Alliance	.....	2,974	2,716	9,867	57,752	153,877
Encore	.....	.....	2,610	9,287	.....	42,433
CHRYSLER CORP.	17,600	.....	22,619	88,036	600,502	904,189
Plymouth Total	4,800	.....	7,045	28,266	241,181	310,799
Horizon	700	.....	2,714	11,369	77,572	117,731
Reliant	3,800	.....	4,007	15,686	162,053	186,486
Caravelle†	100	.....	129	493	1,556	5,327
Gran Fury	200	.....	195	718	.....	1,255
Chrysler Total	7,000	.....	7,171	26,899	114,443	234,611
LeBaron	2,000	.....	2,015	7,607	95,360	86,242
Laser	1,700	.....	1,720	6,191	.....	23,637
Chrysler/E-Class	1,700	.....	1,751	6,474	19,083	104,999
Fifth Avenue	1,600	.....	1,685	6,627	.....	19,733
Dodge Total	5,800	.....	8,403	32,871	244,878	358,779
Omni	600	.....	2,951	10,676	72,456	126,437
Aries	3,200	.....	3,153	12,712	129,235	144,033
Daytona	900	.....	1,112	4,810	.....	19,414
Dodge 400	.....	.....	.....	.....	30,481	18,478
Dodge 600	1,000	.....	1,078	4,179	12,706	49,176
Diplomat	100	.....	109	494	.....	1,241
FORD MOTOR	28,963	12,918	31,597	123,477	1,104,074	1,546,493
Ford Division	19,694	6,875	21,833	84,594	690,655	1,008,982
Escort	5,916	.....	7,422	27,006	264,972	290,047
Fairmont	.....	3,017	.....	.....	128,519	23,728
Mustang/Mustang II	2,709	.....	3,693	12,605	127,371	123,216
LTD/Granada	3,160	3,149	3,989	15,489	132,034	179,192
Thunderbird	3,311	.....	3,774	12,061	29,336	187,466
Crown Victoria/Ford	1,651	709	2,437	7,911	2,034	94,058
EXP	447	.....	518	1,964	6,389	4,298
Tempo	2,500	.....	.....	7,558	.....	106,977
L-M Division	9,269	6,043	9,764	38,883	413,419	537,511
Mercury Total	6,124	3,981	6,826	.....	315,799	431,033
Lynx	1,027	.....	1,000	4,238	81,114	73,701
Capri	475	.....	409	1,326	32,704	24,440
Zephyr	.....	863	.....	.....	40,406	8,601
Marquis/Cougar	1,145	883	2,227	7,129	60,811	77,146
Cougar/RX7	1,526	.....	2,159	8,445	10,590	124,965
Gr. Marquis/Marquis	1,214	2,235	1,031	4,255	88,404	90,885
LN7	.....	.....	.....	.....	1,770	290
Topaz	737	.....	.....	2,484	.....	31,005
Lincoln Total	3,145	2,062	2,938	11,006	97,620	106,478
Continental	592	412	557	2,083	20,052	13,513
Lincoln	782	968	733	2,753	47,609	58,872
Mark VI/VII	1,771	682	1,648	6,170	29,959	34,093
GENERAL MOTORS	85,742	56,198	91,016	333,185	3,072,883	4,016,461
Buick Division	19,341	14,934	20,545	78,553	751,332	905,608
Skylark	2,712	.....	3,383	11,467	65,549	112,843
Skyhawk J	3,075	1,583	2,689	10,062	137,810	79,169
Century	3,472	2,740	4,209	15,839	111,698	177,076
Regal	3,960	5,914	3,927	15,650	209,068	234,179
Buick	4,852	3,978	4,927	20,402	183,325	249,244
Riviera	1,062	719	1,218	4,661	43,882	52,503
Electra (fwd)	208	.....	192	472	.....	594
Cadillac Division	5,931	6,545	6,417	24,088	246,354	308,537
Cimarron	348	591	508	1,829	10,404	21,021
Seville	590	527	659	2,523	22,706	34,622
Eldorado	1,140	1,509	1,260	4,835	56,626	72,299
Cadillac	3,655	3,918	3,944	14,768	156,618	180,462
DeVille (fwd)	198	.....	46	133	.....	133
Chevrolet Division	27,798	14,255	29,745	103,655	994,178	1,321,611
Chevette	3,412	.....	4,298	14,165	208,417	204,096
Cavalier	6,674	2,902	7,853	28,715	96,091	310,693
Celebrity	4,440	1,445	5,339	19,035	66,361	182,596
Camaro	4,694	3,853	5,092	12,654	214,062	193,115
Citation	1,505	1,164	1,878	6,273	159,069	86,868
Malibu/El Camino	463	2,480	386	1,652	103,491	100,921
Monte Carlo	3,807	1,802	2,633	12,504	81,181	124,922
Chevrolet	2,183	603	1,520	5,971	42,648	90,226
Corvette	620	6	746	2,686	22,838	28,174
Oldsmobile Division	23,264	15,327	23,554	89,019	759,644	1,050,872
Omega	1,336	.....	1,680	5,882	71,395	54,799
Firenza	1,457	607	1,856	7,386	40,642	59,965
Cutlass	6,510	4,840	6,149	25,167	202,060	310,487
Cutlass/Ciera	4,596	2,462	4,754	16,288	126,030	216,898
Oldsmobile	8,443	6,658	7,987	29,824	284,439	365,096
Olds 98 (fwd)	218	.....	90	494	.....	494
Toronado	704	760	1,038	3,978	35,078	43,133
Pontiac Division	9,408	5,137	10,755	37,870	321,375	429,833
Acadian†	.....	.....	173	981	9,993	15,064
2000	2,882	1,496	2,597	10,791	41,922	114,666
1000	636	.....	705	3,090	34,833	42,175
Firebird	1,974	1,594	2,473	6,298	128,077	99,629
Phoenix	396	.....	508	1,653	45,463	25,053
G. Prix/Bonneville	1,176	2,047	1,674	5,657	31,241	93,084
Parisienne	430	.....	355	1,352	.....	12,457
Fiero	1,914	.....	2,270	8,048	.....	27,705
6000	.....	.....	.....	.....	29,946	.....
HONDA	2,125	100	1,505	7,786	620	55,335
VOLKSWAGEN	1,880	3,138	2,526	9,212	84,246	98,207
CHECKER	.....	.....	.....	.....	1,993	.....
Total Cars, U.S.	136,310	75,328	154,589	580,850	4,973,870	6,821,066
Total Cars, Canada	18,231	14,396	23,209	78,459	801,685	968,298
N. American Cars	154,541	89,724	177,798	659,309	5,775,555	7,789,364
N. American Trucks	59,918	26,511	70,947	260,281	2,370,491	2,976,045
North American Cars and Trucks	214,459	116,235	248,745	919,590	8,146,046	10,765,409

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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59th year—$40 per year, $1.00 per copy

2 car groups formed, divisions lose clout, marketing unchanged

GM reorganizes for greater efficiency

By John K. Teahen Jr.
Managing Editor

General Motors' broad-scale reorganization program is designed to bring greater efficiency in engineering, manufacturing and product development.

In boardroom parlance, greater efficiency means lower costs and lower costs mean higher profits.

Chairman Roger B. Smith and President F. James McDonald answered questions about the program at a news conference last week.

Smith expects the new look to help GM give its customers "higher quality, greater product diversity and more value than ever before."

Outwardly, buyers of GM cars won't be much affected by the program since marketing is not involved.

GM's 10,000 new-car dealers won't find any great changes. They'll continue to handle the same lines of autos — big and small — as they are currently stocking, at least for now.

The new setup establishes what GM called "two integrated car groups which will function as self-contained business units."

GM said each will be totally responsible for its product, including engineering, manufacturing, assembly and marketing, and each will be accountable for its quality, performance and profitability.

The two groups are the Chevrolet-Pontiac-GM of Canada Group and the Buick-Cadillac-Oldsmobile Group.

The Chevrolet - Pontiac - Canada Group will be involved with small cars — "strengthen GM's commitment to small cars" as the corporation phrased it. It will be responsible for the new Saturn small-car program and for the GM-Toyota project.

Related stories on Page 3.

The Buick-Cadillac-Oldsmobile Group will be involved with what GM called "regular and large-size cars."

• Inevitably, they are known as the small-car group and the big-car group, but Smith and McDonald studiously avoided that terminology.

In any matter involving the structure of GM, the question of centralization vs. decentralization arises.

These moves fall definitely on the side of centralization. The car divisions are losing power. The central corporate structure is gaining power.

A. A. Cunningham

Lloyd E. Reuss

Robert C. Stempel

Charles Katko

The new structure for car operations is patterned after the GM Worldwide Truck and Bus Group, which was formed in 1981, and the new role of the car divisions is similar to that at Ford Motor Co. and Chrysler Corp.

At Ford and Chrysler, the car divisions are marketing arms. That is the situation at GM under the reorganization.

Announcement of the new program brought enough personnel changes to delight any GM watcher, especially those who solemnly predict (often er-

Continued on Page 57, Col. 1

Future Fords

Jim Dunne

New Merkur, Taurus caught on film

Ford Motor will round out its product line during the next two years with introduction of the Merkur XR4Ti (known as the Sierra in Europe, where it is built), above, and the new front-drive "Taurus" models (photo shows a "mule" built on a Chevy Celebrity), which replace Ford LTD and Mercury Marquis. The rear-drive XR4Ti bows this fall as a Mercury with standard 2.3-liter turbocharged engine and five - speed transmission. The six - passenger Taurus cars—they will not be called LTD and Marquis—debut in the fall of '85 as '86 models with standard 2.5-liter HSC four-cylinder engine (or optional 3.0-liter V-6) and choice of five-speed manual or four-speed automatic overdrive transaxles. Wheelbase is 106 inches.

Chrysler sues to stop GM-Toyota venture

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Chrysler Corp. said it hopes its suit to stop the General Motors-Toyota proposed joint venture will be settled before GM-Toyota can get the joint-venture vehicle into production for the 1985 model year.

Chrysler said its chances of winning the suit are "excellent."

The suit was filed last week in a U. S. District court here, seeking a permanent injunction against the joint venture. Chrysler lawyers charged that the GM-Toyota agreement is in violation of U. S. antitrust law.

Richard Goodyear, Chrysler vice president and general counsel, said Chrysler's case is "absolutely dead square in the center of American antitrust law" and that it would take "more than a couple of FTC commissioners" to change that law.

But a GM spokesman said, "Chrysler can do whatever it wants to, including filing a suit to eliminate 12,000 jobs and pre-

Continued on Page 57, Col. 3

Year opens with 1,357,995 units; 61-day supply

New-car stockpile pushes upward

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers built up their new-car inventories during December, despite the holiday shutdowns, and opened 1984 with a 61-day supply.

Although the inventory rule of thumb holds that 60 days is the optimum — and 61 days is very close to that optimum — the Jan. 1 inventory was still marked by shortages in a number of hot-selling lines and by a handful of overstocked nameplates.

The Jan. 1 inventory totaled 1,357,995 units, a 61-day supply at the current selling rate, compared with 1,307,756 on Dec. 1, which was a 55-day supply.

A year earlier, the Jan. 1 domestic new-car inventory totaled 1,125,989, a 65-day supply at the lower selling rate then besetting the industry.

In general, standard and luxury nameplates were in shortest supply as the year began, although the leanest of all continued to be Pontiac's sizzler, the Fiero.

All of the corporate makers increased their stockpiles during December in terms of unit counts, but days-supply figures declined slightly for Chrysler Corp. and U. S.-built Honda.

GM opened January with a 57-day supply, up from 50 days a month earlier. GM beefed up some of its bigger-volume lines which had been on the lean side, particularly among its standard models.

Table on Page 53.

Ford Motor Co. had a 66-day supply Jan. 1, up slightly from 65 days a month earlier. Like GM, Ford was shortest in its big-car lines.

Chrysler Corp. boosted its unit total, but opened January

Continued on Page 53, Col. 3

breaking news

New GM C-cars due April 5

DETROIT.—General Motors' new front-drive '85 C-cars—the Cadillac DeVille, Buick Electra and Oldsmobile 98—are tentatively slated for public introduction April 5. Timing on intro of the new lines has been delayed more than once, but now appears fairly firm.

Nissan schedules overtime at Smyrna

SMYRNA, Tenn.—Nissan Motor Mfg. Co. has scheduled overtime at its truck plant here. Beginning today (Jan. 16), the facility will work nine-hour days for three months. It will also work Saturdays on Jan. 28, Feb. 18 and March 3. In addition, the entire Smyrna operation will close for vacation the last week of July and the first week of August. NMMC plans to begin building 10,000 trucks a month beginning in May.

SEE BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

S. Korea challenges Japan in Canada with Hyundai Pony

By Kathleen Hamilton
Financial Editor

WINDSOR, Ont. — A South Korean auto maker jumped into the North American market last week with 50 Canadian dealers, 2,500 subcompacts, a healthy ad budget, a slot at the Montreal auto show and the ambitious goals of usurping the Japanese in Canada's small-car segment, then moving into the U. S.

Hyundai Auto Canada, Inc., has set itself a hectic schedule.

Another 7 to 10 dealers will be added in the Maritime Provinces in March; two more sales and service headquarters are to join the Toronto headquarters within a year; first-year sales of 5,000 Ponys could jump to a total of 20,000 within two or three years with the addition of the larger Stellar model. A Pony pickup and a two-seat sports car could eventually be added.

There's more: A 1.6-liter or 2.0-liter engine is scheduled to join the standard 1.4-liter powerplant in the Pony this year. And when the new plant in the Republic of Korea is completed in 1985, capacity will rise from 100,000 a year to 300,000 — enough to take the plunge into the giant U. S. market in the 1986 model year.

Goals for the U. S. haven't been set yet, Hyundai Auto Canada President Sung Hak Park said, but the company is hoping for 150 Canadian dealers eventually.

The new Korean assembly plant will be producing an all-new, front-drive Pony.

The rear-drive Pony that has been sent to test the North American market can hardly be described as high-tech: The choke is manual and the engine carbureted. Electronics haven't taken over the ignition. Spark plugs fire the engine.

In fact, most of the mechanicals date back to 1974, when the car was introduced, although Hyundai Motor Co. has been getting help in updating the Pony from Japanese partner Mitsubishi, which owns a 10-percent stake in the Korean auto maker.

• The body was updated 18 months ago by ItalDesign, so the Pony's lines are modern. An examination of the car at a preshow introduction by Downtown Motor Sales (Windsor) showed body panels were well gapped in most instances, doors and lids fit snugly and closed solidly and windows opened and closed easily.

The Pony's interior is overwhelmingly plastic: Vinyl seats; molded instrument panel and door panels; latches, buttons and handles — all plastic. But the panels fit well, the edges were finished smoothly and the upholstery fit well.

While the Pony could by no means be considered plush, it was surprisingly far from the starkness of, say, a low-line European Fiat or one of Canada's price leaders, the Soviet-built Lada. The Pony's cargo compartment is hidden from view, and the rear seat folds down for added cargo space.

A short test drive found the car responsive. Front suspension is independent strut with coil spring; rear, leaf springs. The ride was firm and the car was surprisingly well insulated from street noise.

The five-speed gearbox in the GL tested was firm and smooth; the clutch had a short pedal distance. It was maneuverable (its turning radius is less than 15 feet) and offered more than adequate acceleration. Body panels and paint were also up to snuff, perhaps not surprising in light of the parent company's specialization in steel and steel products.

The Pony may not have the Japanese quality level yet, but its quality was far above what had been expected for $5,795 to $6,695 (Canadian). And it surely gave no signs of being a Third World Car, although Hyundai is exempted from the usual Canadian-car duty because Korea is classed as a developing nation.

Not surprisingly, Hyundai is expecting its largest market from the 18-to-35-year-old age group, with 40 percent women buyers, according to John Wright, vice president of sales and marketing.

Oddly enough, the Pony's old technology may be a selling point with these budget-minded buyers who may be enticed by the repair-it-yourself capability of the car, according to Wright.

In any case, Hyundai is willing to spend several million dollars in advertising its new model, according to Park.

• The agency is Stariton and Pearson and Martin, Toronto, chosen because several of its creative directors had worked on Honda's launch into Canada, according to John Kim, Hyundai Auto Canada manager of sales and marketing.

Advertising initially is being placed in news and general interest magazines, women's magazines, car-enthusiast press and major newspapers. In addition, Hyundai's co-op program will match dealer advertising up to $25 a car, Wright said.

Downtown Motor Sales (Windsor), like 80 percent of Hyundai's dealerships, will have a separate showroom for the Korean line. Edward Klein, who owns Downtown Motors with Lou Gardner, said the three-car showroom across the street from his Jaguar-Subaru store will be complete in two months.

Typically, dealers are investing $15,000 to $20,000 (Canadian) signs, parts and equipment, Wright said. Service technicians are sent to seminars in major cities. Next to be added to the dealer network will be dealers in medium-sized cities, Kim said.

Hyundai has $1.5 million worth of parts in its Toronto-area warehouse, he said. Within a year, regional offices and

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Kathleen Hamilton

Updated Hyundai

The Pony's body was updated a year and a half ago by ItalDesign to make it more pleasing to the eyes of its intended market: 18 to 35 year olds. Wheelbase is 92 inches, overall length is 165 inches. Curb weight of the base model is 2,149 pounds.

Court denies GM bid to kill X-body lawsuit

WASHINGTON.—Motions for summary judgment in the Government's X-body suit against General Motors have been denied by a U. S. District Court here.

The court said it could not issue an opinion that would be undisputed, based on the motions and evidence filed by both GM and the Department of Transportation.

Accordingly, oral arguments for summary judgment were canceled and the Government and GM were summoned to meet with a District Court judge to arrange a timetable for further action in the case.

The court said DOT's motion for a preliminary injunction will be heard on Feb. 1. That motion would force GM into notifying X-car purchasers of the Government's lawsuit and of possible braking problems with X-body vehicles.

The injunction also calls for a GM escrow fund of $50 million to be set aside for GM to reimburse consumers who have repairs made on X-cars that relate to the Government's recall request.

DOT filed its case against GM in August to force the auto maker into recalling 1.1 million X-cars, which allegedly suffered from brake lockup.

DOT has also asked for $4 million in civil penalties, claiming GM lied to the Government about the brake-lock problem and initiated two recalls knowing they were inadequate.

How to obtain information on tire-tax refund

An article in the Jan. 9 issue of AUTOMOTIVE NEWS advised dealers who wanted more information about tax refunds on floor stocks of new tires to contact Neil W. Zyskind, of the Internal Revenue Service.

Zyskind says interested persons should call him only if they have already read the IRS regulations governing the tax refunds and still have specific questions.

He advises them to call their accountants and ask for explanations or copies of the regulations, which were published Dec. 23, 1983, in the Federal Register.

Ford to build Mazdas in Mexico for U.S. sale

MEXICO CITY.—Ford Motor is going to build a Toyo Kogyo-designed car in Mexico predominantly for export to the U. S. and Canada.

Ford said last week it will invest $500 million for an assembly plant in Hermosillo, some 170 miles south of Nogales, Ariz.

The plant will eventually turn out 100,000 cars a year.

Although Ford has a 25-percent stake in Toyo Kogyo, it will have sole ownership of the Mexican plant. The first cars from Mexico apparently will arrive in the U. S. market sometime in 1986 and will fit in the subcompact segment.

Ford now assembles Toyo Kogyo models in Australia under the Ford names of Telstar and Laser. Basically, they are the Mazda 626 and GLC.

Under a Mexican decree of last September, each auto maker in Mexico is limited to producing two car lines in 1985 and 1986 and just one in 1987. After 1987, additional lines would be allowed if the models can be exported.

The decree was intended to increase local content of vehicles in Mexico, but it has since depressed the Mexican market and caused difficulties for the producers.

Currently, there are only six car manufacturers in Mexico: Ford, General Motors, Chrysler Corp., Nissan, Renault - American Motors and Volkswagen.

In some quarters, Ford's move was viewed as an attempt to answer the recent GM - Toyota joint venture to build small cars in California.

In Detroit, UAW Vice President Stephen P. Yokich said Ford's Mexican operation "will cost as many as 25,000 U. S. and Canadian jobs."

Said Yokich, "Clearly, an investment of this magnitude is a direct threat to our members' job security, and we will address it as such when we commence negotiations with Ford Motor this summer."

Index is up 12.8 percent over year ago

Service business rebounds in U. S.

By Francis J. Gawronski
Service Editor

After a dip in the growth rate in October, service and parts business recorded by new-car dealerships bounced back in November to record the fifth best showing of the year, according to the Automotive News Service Index.

As measured by the Service Index, November shop volume amounted to 112.8 percent of the business for the same month in 1982. In October, service and parts business dipped to 111.6 percent of the year-earlier volume after posting an increase of 15.3 percent in September.

November marked the ninth consecutive month in which shop volume registered an increase over the year-earlier month.

As in the previous six months, all indicators used in the Service Index were on the upside in November, led by sales of all parts and accessories with an increase of 15.4 percent over the volume recorded in the same month in 1982.

Shop parts sales, those used on both customer-paid and warranty work, were up 13.2 percent over 1982 volume, while total labor sales (customer-paid and warranty) topped the year-earlier volume by 12.1 percent.

SERVICE INDEX
112.8*

	Nov., '83 vs. Nov., '82	11 mos., '83 vs. 11 mos., '82
Gross Profit on All Labor and P&A Sales	+10.7%	+ 8.5%
Repair Orders Written	+10.9%	+ 3.4%
Total Labor Sales (Customer & Warranty)	+12.1%	+ 8.8%
Shop Parts Sales (Customer & Warranty)	+13.2%	+10.8%
Sales of All Parts and P&A	+15.4%	+11.9%

*—Survey by Automotive News shows that dealers' service and parts business in Nov., 1983, was 112.8 percent of business in Nov., 1982. Service business in the 11 months of 1983 was 109.6 percent of business in the corresponding period in 1982.

Gross profit on all labor, parts and accessories sales—the most important barometer from the dealer's viewpoint—topped the previous year's figure by 10.7 percent, while repair orders written in dealership service departments increased 10.9 percent over the number written in 1982.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

For the 11-month period of 1983, service and parts business was 109.6 percent of the volume attained for the same period a year earlier.

Sales of all parts and accessories showed an increase of 11.9 percent for the period, while gross profit was up 11.1 percent and shop parts sales escalated 10.8 percent over the volume recorded in 1982.

Labor sales increased 8.8 percent for the January-November period, while repair orders written were up 3.4 percent.

Reuss, Stempel in front for 1987, but don't overlook Cunningham

GM sets up race for presidency

By John K. Teahen Jr.
Managing Editor

Like a successful gambler, General Motors encourages competition and it's not above hedging its bets.

The corporation may have done that last week — especially the hedging — as it chose the men who will lead its restructured passenger-car operation in North America.

GM has marked two men as prime contenders for the presidency. The present occupant of that office, F. James McDonald, will observe his 65th birthday Aug. 3, 1987.

The two frontrunners, as of today, are Lloyd E. Reuss, 47, and Robert C. Stempel, 50. Last week, they were placed in charge of the newly formed passenger-car groups. Reuss heads the Chevrolet-Pontiac-GM Canada Group, and Stempel has the Buick-Cadillac-Oldsmobile Group.

Now for the hedging: GM also promoted Alexander A. Cunningham to executive vice president in charge of North American Passenger Car Operations. Cunningham is 58, about 3½ years younger than McDonald.

If neither Stempel nor Reuss is deemed ready for the presidency in 1987, Cunningham could be a 3½-year alternative.

And three more contenders gained prominence last week as well. They are Donald E. Hackworth, 46; John O. Grettenberger, 46, and John F. Smith Jr., 45, whose name has a familiar ring at GM.

Hackworth was named Buick general manager; Grettenberger became Cadillac general manager, and Smith was appointed president and general manager of GM of Canada. Grettenberger and Smith were elected GM vice presidents. Hackworth already was a VP.

There are other prospects. The roster of GM group executives includes men who could move to the top if the corporation's rulers so decree. And general managers William E. Hoglund, 49, of Pontiac, and Joseph J. Sanchez, 53, of Oldsmobile, cannot be ignored.

So there's no shortage of candidates for the GM presidency in 1987. While Stempel and Reuss top the list, a bet on who will be chosen is not as safe as betting that Jan. 22 will fall on a Sunday this year.

And there is another option. Vice Chairman Howard H. Kehrl will be 65 on Feb. 2, 1988. There could be room for both Stempel and Reuss in GM's troika.

There's an interesting similarity among all the men (except Cunningham) mentioned heretofore: Their age. They are all close enough so that 1987 may be their only shot at the GM presidency. Thus GM has not set up a continuing order of ascendancy.

For example, if Reuss should be chosen and serve until he is 65, none of the others could succeed him. If Stempel were selected, a couple of his contemporaries might be able to follow him, but by then GM should have an entire new crop of first-echelon hopefuls.

As for the job of chairman, that belongs to Roger B. Smith until the end of July, 1990 (assuming continued good health). Barring a major and totally unexpected foulup, his successor is due to be F. Alan Smith, cur-

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Star of Ford's Detroit show exhibit

A vehicle which Ford says is "quite representative" of the production Ford compact Aerostar passenger wagon and commercial van made its debut at the Detroit Auto Show, which opened Saturday (Jan. 14). The streamlined Aerostar, which goes into production late this year, will seat seven adults and offer almost 140 cubic feet of cargo space with rear bench seats removed.

Reaction to restructuring is mild

GM dealers, suppliers stay calm

By Roger Rowand
Engineering Editor

DETROIT.—Reaction to General Motors' revamping structure of its car divisions and GM of Canada was mixed but unexcited among members of its dealer body and army of supplying companies.

There was no real worry detected among suppliers. Across the country, dealers, too, reacted calmly.

William L. Crawford Jr., at Champion Chevrolet Co., Manhattan Beach, Calif., was very nearly laconic about the GM reorganization.

"I know only what I read in the newspaper, and the Chevrolet general sales manager, Bob Cook, sent us a message on our communication system. Other than that, I know nothing," he said.

"I don't know of any dealers expressing any anxiety about it. In terms of the trade, it's too new to rate. The corporation moves in such a ponderous fashion it could be three or four years before we see any change. It's kind of like turning a supertanker around.

"There's been no consternation at the wholesale level, at least not manifest here in Los Angeles. It's very calm," Crawford said.

At Chevy Chase Chevyland in Chevy Chase, Md., adjacent to Washington, Dealer Frederick H. Bowis also was calm. He said he will applaud the moves if, as has been promised, there are no big changes coming in GM's dealer relations.

"I think the interrelationship between manufacturing and the selling organization is one of the keys in achieving some sort of supremacy in automobile sales," Bowis said.

• He said he was disturbed when early reports said Chevy dealers would be selling only small cars, particularly because his town is an up-scale one with heavy buying of foreign cars and large U. S. cars.

He said he is a little disturbed now because Chevy will have to share Robert Stempel, group executive in charge of the newly established Buick-Cadillac-Oldsmobile Group.

"Reuss (Lloyd Reuss, group executive in charge of the new Chevrolet-Pontiac-GM of Canada Group), is a superior manager, too, there's no question about that. But they've taken a full-time man and gotten a half-time man. I'm not really happy about that," Bowis said.

"I sympathize with their need to reduce their marketing overhead but I'm not sure they're not going too far to do that," he said.

He added: "I applaud getting the distinctive differences between the cars. I can understand the reason for marketing one of the alphabet soup cars through Chevrolet and a different-lettered car through the Buick and Olds organization."

In McLean, Va., across the Potomac, the NADA said it supports the goals of the GM car division reorganization. Those are higher quality, greater product diversity and more value for consumers.

"While this reorganization of the five GM divisions is an internal corporate matter, it is reassuring to note GM officials stated in their announcement that their dealer body was one of the corporation's greatest assets and the change will not affect GM's relationships with its dealers," the trade group said.

"Dealers are hopeful this move by GM will preserve and enhance the value of the five individual franchises.

"Dealers are also optimistic this new organizational approach will give GM an opportunity to provide better product differentiation among the divisions and a clearer picture of

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Marketing is unaffected by GM reorganization

By Joseph Bohn
Marketing Editor

Speculation that General Motors' reorganization would have its major impact on marketing proved groundless.

The car divisions will still be able to market the mix of small and large cars they want, built to their specifications by one or the other of two car groups which were established, executives pointed out.

Asked how the change might affect fleet and leasing, GM President F. James McDonald said: "I don't see any affect at all.

"One thing we didn't want to do is change our interface with the marketplace (and) our dealer body. If you look at the car divisions, they're exactly the same as they were and (so is) the interface with the dealer."

Neither McDonald nor GM Chairman Roger B. Smith saw any effect on advertising.

Smith said, "In advertising, you're going to need just what you have now because each of those five car divisions is going to retain its current" status.

McDonald added that the newly formed car groups won't do any advertising.

• "I don't see the group having any advertising," he said. "The (car division) nameplates are so important, we have a lot of money invested in those nameplates. I look at all the advertising, except for some corporate, to be aimed at those nameplates."

Citing the "very little" corporate advertising, such as institutional and safety ads, handled by D'Arcy MacManus & Masius and N. W. Ayer, McDonald added: "I don't see that affected."

None of what GM is doing will either "prohibit" or "augment" divisions having the same or separate cars, executives continued.

"Individuality in certain divisions is very important," Smith said. "If you want to pick Corvette for Chevrolet, I can't picture Chevrolet without a Corvette."

Similarly, cars like the Buick Riviera convertible and Cadillac Seville are integral parts of those marketing divisions.

Ultimately, "the market has to tell us what they (individual divisions) can support," a long-term trend unrelated to the specifics of the company's reorganization, Smith noted.

"If they (car divisions) want a lot of things that are not on the shelf, they're going to pay for it in some way. They must figure out if they can sell competitively and still make money" in planning their future product mixes, he concluded.

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Vendors eye GM reorganization

Little change seen in purchasing

By Roger Rowand
Engineering Editor

DETROIT.—No one has more at stake as the General Motors reorganization cards are dealt than its suppliers. And, as the cards fall in the months ahead, apprehension will have a hand in the game.

Initially, two reactions were prevalent here as vendors eyed the changes.

One: There will be far fewer areas of interface between suppliers and the auto giant. Therefore, they'll have less input into the company.

Two: A transition period has been entered and the vending picture will be out of focus for months as the reorganization shakes down.

Talks with GM executives give some insight into the supplier situation. They lead to the conclusion only the second reaction is valid.

"I don't anticipate any major change in the way purchasing contracts are sought or granted," said one GM official.

"The guys who got those new jobs are setting out right now with their transition teams to plan how we're going to take these steps. No one can forecast what's going to happen. But, I suspect we'll still see common materials purchased by GM purchasing. We'll still see divisional-specific material, parts and components purchased by division purchasing people," he said.

"I don't know how long that will continue. But, at the same time, I don't know if it will ever change. No one can tell you today, or this month, the kind of changes they expect to happen," he said.

• What makes the GM reorganization unusual is the immensity of the organization that is going to be changed. No one inside the company is making any estimate as to how many people will be involved or even how long it will take.

"This is a big undertaking," the GM official said. "It's going to take a lot of care and thought to get us from where we are today to where we want to be eventually. We might make some false starts. It's not going to be easy with a company this big."

At this point, no one is predicting a major change in purchasing. If a supplier today deals with five divisions, that will continue.

"In 1988 he's still going to be dealing with five divisions. His key contacts will not change," said a GM official.

"If he's dealing with central purchasing today — with our purchasing staff — he'll still be dealing with them. I don't foresee that changing because we're

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